

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 6, 1984

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	24.3	20,360
2	DALLAS#	23.8	19,940
3	FALCON CREST#	22.0	18,440
4	HOTEL	21.3	17,850
5	SIMON & SIMON#	21.1	17,680
6	A TEAM	20.1	16,840
7	LAST DAYS OF POMPEII PT.1(S)	19.6	16,420
8	ABC SUNDAY NIGHT MOVIE#	19.0	15,920
9	60 MINUTES	18.8	15,750
10	MAGNUM, P.I.	18.2	15,250
11	CAGNEY & LACEY	18.1	15,170
12	KATE & ALLIE	17.6	14,750
13	THREE'S COMPANY	17.3	14,500
14	TRAPPER JOHN, M.D.	17.1	14,330
15	COUNTRY COMES HOME(S)	16.9	14,160
15	FALL GUY	16.9	14,160
15	NBC MONDAY NIGHT MOVIES	16.9	14,160

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	16.4	36,200
2	A TEAM	15.6	34,420
3	DALLAS#	15.6	34,350
4	SIMON & SIMON#	13.8	30,390
5	FALCON CREST#	13.6	29,990
6	FALL GUY	13.0	28,670
7	LAST DAYS OF POMPEII PT.1(S)	12.9	28,400
8	NBC SUNDAY NIGHT MOVIE	12.6	27,860
9	KATE & ALLIE	12.6	27,820
10	TV BLOOPERS & PRAC. JOKES	12.6	27,720
11	HOTEL	12.5	27,450
12	60 MINUTES	12.3	27,170
13	MAGNUM, P.I.	12.2	26,790
14	CAGNEY & LACEY	11.5	25,430
15	NEWHART	11.2	24,770
16	THREE'S COMPANY	11.2	24,760

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	23.2	20,290
2	DALLAS#	23.0	20,120
3	FALCON CREST#	20.6	18,030
4	HOTEL	18.4	16,080
5	ABC SUNDAY NIGHT MOVIE#	16.7	14,650
6	SIMON & SIMON#	15.8	13,850
7	TRAPPER JOHN, M.D.	15.4	13,440
8	CAGNEY & LACEY	15.2	13,330
9	KATE & ALLIE	15.1	13,210
10	A TEAM	15.0	13,110
11	60 MINUTES	14.9	13,040
12	NBC MONDAY NIGHT MOVIES	14.6	12,740
13	LAST DAYS OF POMPEII PT.1(S)	14.4	12,600
14	FALL GUY	14.1	12,300
15	NEWHART	14.0	12,290
16	ALICE	14.0	12,230

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAST DAYS OF POMPEII PT.1(S)	15.1	11,890
2	A TEAM	14.1	11,160
3	DYNASTY	13.8	10,910
4	NBC SUNDAY NIGHT MOVIE	13.6	10,730
5	60 MINUTES	13.4	10,550
6	SIMON & SIMON#	13.2	10,430
7	CAGNEY & LACEY	12.2	9,600
8	DALLAS#	12.1	9,570
9	HILL STREET BLUES	11.6	9,130
9	HOTEL	11.6	9,130
11	FALCON CREST#	11.5	9,100
12	FALL GUY	11.5	9,080
12	MAGNUM, P.I.	11.5	9,080
14	20/20	11.3	8,910
15	TV BLOOPERS & PRAC. JOKES	11.3	8,880
16	KATE & ALLIE	11.2	8,860

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 6, 1984

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	22.7	12,460
2	DALLAS#	19.1	10,480
3	ABC SUNDAY NIGHT MOVIE#	16.8	9,250
4	HOTEL	16.1	8,860
5	FALCON CREST#	15.9	8,730
6	FALL GUY	15.0	8,260
7	THREE'S COMPANY	14.4	7,930
8	SIMON & SIMON#	14.3	7,840
9	CAGNEY & LACEY	14.1	7,760
9	KATE & ALLIE	14.1	7,760
11	A TEAM	13.6	7,500
12	NEWHART	13.6	7,450
13	OH MADELINE	13.4	7,360
14	TRAPPER JOHN, M.D.	13.2	7,280
15	NBC SUNDAY NIGHT MOVIE	13.2	7,240

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	32.0	8,600
2	FALCON CREST#	31.0	8,330
3	DYNASTY	24.5	6,600
4	60 MINUTES	24.4	6,570
5	HOTEL	22.9	6,160
6	LOVE BOAT	21.1	5,670
7	COUNTRY COMES HOME(S)	21.0	5,660
8	TRAPPER JOHN, M.D.	20.2	5,440
9	SIMON & SIMON#	19.2	5,170
10	ALICE	19.2	5,160
11	JEFFERSONS	18.2	4,890
12	MAGNUM, P.I.	18.1	4,870
13	SCARECROW & MRS. KING	17.8	4,790
14	A TEAM	17.6	4,730
15	CAGNEY & LACEY	17.4	4,670
16	CBS EVENING NEWS-RATHER	17.1	4,610

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC SUNDAY NIGHT MOVIE	16.2	8,630
2	A TEAM	14.0	7,450
3	SIMON & SIMON#	13.7	7,280
4	DYNASTY	12.9	6,860
5	LAST DAYS OF POMPEII PT.1(S)	12.7	6,770
6	HILL STREET BLUES	12.4	6,580
7	YOU ARE THE JURY(S)	12.1	6,420
8	FALL GUY	11.9	6,320
9	CAGNEY & LACEY	11.1	5,900
10	MAGNUM, P.I.	10.8	5,740
11	KATE & ALLIE	10.7	5,690
12	ABC SUNDAY NIGHT MOVIE#	10.6	5,620
13	HOTEL	10.5	5,580
14	RIPTIDE	10.5	5,570
15	TV BLOOPERS & PRAC. JOKES	10.4	5,550
16	20/20	10.0	5,330
17	NEWHART	9.6	5,080

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.8	4,680
2	DALLAS#	19.6	4,010
3	LAST DAYS OF POMPEII PT.1(S)	19.3	3,950
4	SPECIAL MOVIE PRSNT-FRI(S)	17.4	3,570
5	A TEAM	16.4	3,370
6	DYNASTY	16.0	3,280
7	FALCON CREST#	15.8	3,230
8	CBS EVENING NEWS-RATHER	15.7	3,210
9	ALICE	15.3	3,140
10	KENTUCKY DERBY(S)	15.1	3,100
11	HOTEL	15.1	3,090
12	JEFFERSONS	15.0	3,070
13	CAGNEY & LACEY	14.9	3,050
14	COUNTRY COMES HOME(S)	14.7	3,020
15	T.J. HOOKER	14.3	2,940
16	MAGNUM, P.I.	14.1	2,880
17	TRAPPER JOHN, M.D.	13.9	2,850
18	SIMON & SIMON#	13.9	2,840
18	20/20	13.9	2,840

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
TEENS (12-17)										CHILDREN (2-11)														
TOTAL FEM.										TOTAL 6-11														
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONTD																												
ABC	WRLD NEWS	TONIGHT-SUN	27	160	156	A	5.6	12	469	1567	679	335	817	176	356	268	359	411	628	167	266	276	289	302	19	LT	103	103
	SUN.	6.30P	30	ABC	N	B	8.2	15	687	1587	655	228	737	161	300	297	331	383	675	180	302	282	319	313	63	32	112	73
AFTERMASH			2	184	202	A	12.4	21	1039	1806	848	368	900	219	414	393	410	427	615	161	300	292	267	252	115	78	176	106
	SUN.	8.00P	30	CBS	CS	B	12.4	21	1039	1806	848	368	900	219	414	393	410	427	615	161	300	292	267	252	115	78	176	106
ALICE			10	198	199	A	16.7	25	1399	1640	771	296	874	267	451	390	407	369	509	105	225	259	273	225	115	81	142	118
	SUN.	9.30P	30	CBS	CS	B	17.9	27	1500	1659	739	280	848	266	420	370	353	371	526	160	266	253	230	220	141	78	144	111
AMERICAN PARADE			5	193	167	A	10.3	16	863	1486	702	211	795	131	244	254	407	471	516	90	165	188	231	284	64	30	111	74
	TUE.	8.00P	60	CBS	DO	B	10.8	17	905	1518	689	250	784	161	287	290	354	434	567	101	226	246	269	282	82	32	85	54
	8.00 - 8.30					A	10.7	18	897	1499	717	218	805	153	266	256	404	466	511	85	157	184	231	282	74	39	109	73
	8.30 - 9.00					A	9.8	15	821	1475	692	201	788	108	221	254	413	478	525	92	173	189	237	293	50	18	112	75
ANIMALS-FUNNIEST PEOPLE(S)						A	6.8	13	570	1739	597	202	670	250	403	360	249	230	445	123	315	328	235	117	235	77	389	313
2 SUN.	7.00P	60	NBC	GV		A	6.1	12	511	1566	612	155	639	246	363	321	213	237	406	99	257	287	228	119	171	76	350	277
	7.00 - 7.30					A	7.4	13	620	1889	588	239	699	261	442	393	276	223	481	143	362	362	242	119	286	76	423	347
	7.30 - 8.00					A	13.0	21	1089	1793	569	254	651	238	403	319	260	214	565	206	421	373	285	131	307	92	270	175
BATTLE-NETWORK STARS(S)						A	11.4	19	955	1769	512	221	619	205	346	254	251	236	545	191	371	325	248	165	266	77	339	214
2 THU.	8.00P	120	ABC	SE		A	12.8	21	1073	1747	504	231	610	200	353	262	269	215	544	173	388	341	283	145	267	91	326	192
	8.00 - 8.30					A	13.6	21	1140	1846	606	266	665	264	436	359	244	201	559	223	454	405	275	92	366	124	256	184
	8.30 - 9.00																											
	9.00 - 9.30																											
	9.30 - 10.00					A	14.3	22	1198	1779	628	281	689	274	456	379	267	203	596	231	453	403	320	128	317	73	177	119
BENSON			27	193	201	A	13.5	25	1131	1726	684	303	851	328	466	391	328	316	461	150	242	228	199	183	142	90	272	182
	FRI.	8.00P	30	ABC	CS	B	16.1	27	1349	1747	752	281	847	259	449	419	381	337	505	161	278	261	232	192	144	86	251	167
BLUE THUNDER			1	200		A	9.9	17	830	1822	624	237	660	228	458	401	368	166	751	242	528	475	428	181	166	84	245	185
2 FRI.	9.00P	60	ABC	A		B	9.9	17	830	1822	624	237	660	228	458	401	368	166	751	242	528	475	428	181	166	84	245	185
	9.00 - 9.30					A	9.7	17	813	1779	594	242	622	226	430	379	339	156	743	240	528	478	430	176	183	88	231	165
	9.30 - 10.00					A	10.1	17	846	1855	649	230	690	230	481	419	392	174	755	243	525	471	423	186	153	82	257	205
BLUE THUNDER			1	200		A	12.9	19	1081	1998	708	318	760	276	462	422	326	242	718	224	442	378	376	208	239	18	281	197
1 MON.	8.00P	60	ABC	A		B	12.9	19	1081	1998	708	318	760	276	462	422	326	242	718	224	442	378	376	208	239	18	281	197
	8.00 - 8.30					A	12.4	19	1039	1994	715	309	772	268	451	409	333	263	692	196	417	373	373	217	225	18	305	213
	8.30 - 9.00					A	13.3	20	1115	2008	705	326	751	285	475	436	319	223	738	249	461	384	379	200	258	19	261	182
BUGS BUNNY'S BUSTIN OUT(S)						A	9.0	19	754	2444	681	248	711	406	472	393	193	198	506	262	306	281	144	163	230	135	997	620
2 SAT.	8.00P	30	CBS	EA																								
CAGNEY & LACEY			4	198	198	A	18.1	30	1517	1676	767	308	878	301	511	488	399	308	632	231	388	340	317	200	110	41	56	33
	MON.	10.00P	60	CBS	OP	B	19.5	33	1634	1563	745	294	844	297	489	469	387	297	583	219	359	325	286	188	93	40	43	28
	10.00 - 10.30					A	17.9	29	1500	1694	768	318	881	313	518	488	395	302	632	240	398	339	310	190	114	43	67	38
	10.30 - 11.00					A	18.2	31	1525	1664	770	298	880	293	508	491	406	314	636	223	381	344	324	212	104	37	44	28
CBS EVENING NEWS-RATHER			149	204	203	A	12.1	24	1014	1467	699	227	761	142	260	258	335	454	585	131	225	222	224	316	58	40	63	35
M-F	6.30P	30	CBS	N		B	13.7	24	1148	1534	693	211	766	152	284	282	327	436	608	143	259	258	279	304	75	34	85	52
CBS EVENING NEWS-DEAN			19	171		A	7.5	17	629	1645	645	384	708	104	349	365	401	321	824	331	507	363	302	250	64	33	49	LT
1 SUN.	6.15P	15	CBS	N		B	9.6	17	804	1614	691	227	753	149	301	299	347	407	681	184	318	312	312	303	90	42	90	53
CBS EVENING NEWS-DEAN(B)						A	4.1	9	344	1852	952	596	1091	467	669	394	430	422	628	174	350	330	359	278	106	13	27	LT
2 SUN.	6.30P	30	CBS	N																								



15

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
DYNASTY 25 205 205														A 24.3 38 2036	1778	837	379	998	407	612	494	408	326	537	194	338	315	240	162	121	66	122	64
WED. 9.00P 60 ABC GD 99 99														B 24.1 37 2020	1697	851	352	964	368	572	499	409	318	512	202	314	278	220	165	123	72	98	62
9.00 - 9.30														A 23.1 36 1936	1784	833	377	986	396	602	489	405	326	539	194	339	319	241	159	126	67	133	71
9.30 - 10.00														A 25.4 39 2129	1772	841	377	1008	416	622	503	412	322	532	192	334	312	239	163	119	66	113	58
FACTS OF LIFE 27 192 200														A 14.9 23 1249	1889	717	252	776	274	467	404	340	266	555	196	363	302	263	153	271	180	287	185
WED. 9.00P 30 NBC CS 95 98														B 17.3 26 1450	1780	702	244	789	283	474	406	339	271	511	193	324	271	224	158	272	155	208	140
FALCON CREST 25 206														A 22.0 38 1844	1626	832	292	977	280	473	411	463	452	492	184	262	299	204	174	92^	28^v	65^	40^
2 FRI. 10.00P 60 CBS GD 99														B 22.0 37 1844	1580	841	292	937	277	457	433	414	404	464	145	235	223	209	196	94	49	85	61
10.00 - 10.30														A 21.5 37 1802	1608	835	287	977	273	466	408	463	460	495	188	263	296	198	177	85^	25^v	51^	24^v
10.30 - 11.00														A 22.5 40 1886	1637	827	295	976	286	480	414	462	444	489	180	258	298	209	173	97^	30^v	75^	55^
FALL GUY 28 204 208														A 16.9 28 1416	2025	777	312	869	389	583	456	368	235	642	269	446	361	292	176	233	116	281	172
WED. 8.00P 60 ABC A 99 99														B 19.7 30 1651	1904	715	285	795	312	491	425	352	247	617	242	398	343	284	184	199	79	293	182
8.00 - 8.30														A 15.2 26 1274	2008	774	290	865	373	568	447	376	247	646	265	450	368	289	182	224	111	273	178
8.30 - 9.00														A 18.6 30 1559	2029	776	330	867	398	595	458	363	224	633	270	443	353	292	168	241	120	288	166
FAMILY TIES 17 194 203														A 12.8 20 1073	1851	707	316	787	272	450	448	343	268	444	174	274	250	189	124	291	176	329	223
THU. 8.30P 30 NBC CS 95 99														B 15.5 23 1299	1893	722	275	827	304	505	439	347	275	487	205	311	265	201	138	254	158	325	221
FANTASY ISLAND 23 200														A 13.4 26 1123	1870	785	208	819	338	473	396	344	305	589	228	426	334	298	163^	309	210	153^	153^
1 SAT. 10.00P 60 ABC A 98														B 15.2 27 1274	1677	718	267	799	266	452	407	366	300	501	184	317	282	235	154	208	115	169	129
10.00 - 10.30														A 14.0 27 1173	1891	798	198	818	353	484	409	329	302	573	225	424	339	286	149^	336	241	164^	164^
10.30 - 11.00														A 12.8 25 1073	1838	765	215^	812	318	458	380	356	305	603	230	426	329	307	177^	284	177^	139^	139^
FATHER MURPHY 3 148														A 4.9 10 411	1601	501^	106^v	625	177^	177^	144^v	261^	357^	730	216^	399^	280^	359^	277^	LT	LT	246^	246^
1 SUN. 7.00P 60 NBC GD 80														B 5.8 10 486	1467	557	200	658	168	212	208	241	386	510	102	212	233	248	227	69	23	230	170
7.00 - 7.30														A 4.6 9 385	1556	494^	109^v	626	169^	169^	129^v	267^	364^	748	218^	423^	302^	384^	270^	LT	LT	182^	182^
7.30 - 8.00														A 5.2 10 436	1631	507^	104^v	622	183^	183^	155^	255^	352^	711	215^	375^	256^	330^	285^	LT	LT	298^	298^
FOUR SEASONS 2 179 202														A 11.5 18 964	1700	817	346	887	233	408	391	402	418	514	97^	211	252	245	243	128	79^	171	96^
SUN. 8.30P 30 CBS CS 92 99														B 11.5 18 964	1700	817	346	887	233	408	391	402	418	514	97	211	252	245	243	128	79	171	96
FOUL UPS, BLEEPs-BLUNDERS 14 196 158														A 12.6 21 1056	1772	680	280	847	353	513	411	301	287	523	197	321	319	248	142	167	117	235	150
TUE. 8.00P 30 ABC U 96 93														B 15.8 24 1324	1832	711	276	813	300	487	409	350	269	575	220	364	315	262	174	199	118	245	155
GIMME A BREAK 27 188 201														A 13.4 22 1123	1823	716	278	810	257	409	408	341	327	445	163	228	190	162	180	233	137	335	226
THU. 8.00P 30 NBC CS 95 98														B 15.2 24 1274	1923	730	258	844	283	469	419	357	321	486	175	279	250	209	167	224	135	369	246
HAPPY DAYS 2 204 159														A 12.6 20 1056	2005	761	319	910	441	650	492	325	212	495	206	316	318	221	111^	306	189	294	176
TUE. 8.30P 30 ABC CS 98 93														B 12.6 20 1056	2005	761	319	910	441	650	492	325	212	495	206	316	318	221	111	306	189	294	176
HARDCASTLE & MCCORMICK 24 180														A 13.5 22 1131	1889	755	345	841	310	493	446	374	310	642	245	404	334	306	206	163^	61^	243	115^
1 SUN. 8.00P 60 ABC A 96														B 17.4 26 1458	1978	712	316	785	283	506	469	389	229	769	306	548	476	382	182	183	70	241	152
8.00 - 8.30														A 12.5 22 1048	1865	768	312	847	312	494	435	374	319	629	248	388	323	291	203^	149^	47^v	240	124^
8.30 - 9.00														A 14.6 23 1223	1890	736	367	826	305	484	452	370	298	651	244	416	340	314	210	172^	72^	241	105^
HART TO HART 26 202 205														A 14.0 24 1173	1591	762	302	875	390	547	448	334	269	469	181	297	256	201	151	136	72^	111	63^
TUE. 10.00P 60 ABC PD 97 99														B 15.4 26 1291	1570	740	301	837	319	514	454	383	257	536	204	344	304	255	156	121	74	76	48
10.00 - 10.30														A 14.3 24 1198	1640	759	320	891	409	568	470	334	263	463	184	289	254	192	153	144	74^	142	90^
10.30 - 11.00														A 13.7 24 1148	1532	763	282	856	369	525	426	333	274	478	180	307	256	210	151	123	68^	75^	35^
HILL STREET BLUES 27 212 211														A 16.0 27 1341	1535	688	310	750	320	509	448	349	192	680	316	490	437	297	149	90	24^	15^v	12^v
THU. 10.00P 60 NBC OP 99 99														B 16.8 28 1408	1670	703	301	771	334	552	494	355	179	750	367	573	497	319	146	98	41	51	36
CONT'D																																	



PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																											
HILL STREET BLUES-CONT'D																											
		10.00 - 10.30						A	15.6	25	1307	1558	697 311	758 331	513 453	341 192	672 315	485 436	290 148	110 36^	18v 12v						
		10.30 - 11.00						A	16.4	29	1374	1508	681 310	744 313	506 441	355 193	686 317	495 435	302 150	66^ 10v	12v 12v						
HOTEL																											
						27	204 202		A	21.3	37	1785	1538	768 337	901 299	497 444	407 346	510 173	312 305	219 172	75 48^	52^ 19^					
	WED.	10.00P	60	ABC	GD	99	98	B	21.3	36	1785	1527	809 312	904 292	496 457	435 336	498 163	281 260	243 180	80 51	45 29						
		10.00 - 10.30						A	21.3	36	1785	1550	785 345	920 310	513 449	420 349	496 163	302 287	220 170	77 49^	57^ 23^						
		10.30 - 11.00						A	21.3	38	1785	1519	750 327	878 287	479 440	394 339	524 185	322 322	217 173	72 46^	45^ 15v						
JEFFERSONS																											
	SUN.	9.00P	30	CBS	CS	97	99	A	16.1	24	1349	1640	752 274	841 254	417 374	381 362	513 110	233 256	260 228	147 94	139 119						
								B	18.3	27	1534	1671	757 289	856 259	416 381	361 381	516 160	264 241	226 215	137 74	162 115						
JENNIFER SLEPT HERE																											
	SAT.	8.30P	30	NBC	CS	95	97	A	10.9	21	913	2067	634 246	756 308	438 358	262 283	483 167	295 296	225 140	295 162	533 332						
								B	11.2	21	939	2121	680 245	781 274	473 412	322 276	506 169	316 316	257 142	272 134	562 386						
KATE & ALLIE																											
	MON.	9.00P	30	CBS	CS	98	98	A	17.6	27	1475	1886	801 355	894 311	526 509	391 300	599 232	384 323	277 169	214 125	179 116						
								B	19.7	30	1651	1758	781 316	881 310	524 483	387 304	548 200	339 292	257 174	187 109	142 98						
KNIGHT RIDER																											
	1 SUN.	8.00P	60	NBC	A		90	A	12.1	20	1014	1844	569 130^	608 208^	308 253	247 276	599 133^	317 308	345 247	154^ 54v	483 363						
		8.00 - 8.30						B	17.4	26	1458	2106	678 262	758 290	486 430	339 225	670 257	459 404	318 171	243 106	435 292						
		8.30 - 9.00						A	10.6	18	888	1854	562 104^	597 195^	293 246^	248^ 280	616 136^	321 309	357 260	130^ 56v	511 387						
								A	13.5	22	1131	1846	577 149^	620 218	320 259	249 276	590 131^	317 306	337 238	171^ 52^	465 345						
KNOTS LANDING																											
	1 THU.	10.00P	60	CBS	GD		99	A	12.0	21	1006	1406	755 246	852 263	492 433	371 313	315 95^	214^ 172^	166^ 101^	109^ 69^	130^ 112^						
								B	20.4	33	1710	1567	853 314	967 364	552 474	401 352	427 170	262 226	188 141	105 69	68 47						
10:30 - 11:00																											

10.00 - 10.30	A	12.8	22	1073	1444	759	260	852	245	486	435	396	319	327	96^	232	189^	177^	95^	125^	86^	140^	121^							
10.30 - 11.00	A	11.2	21	939	1353	745	227^	847	280	493	428	341	308	296	92^	191^	151^	151^	105^	90^	51v	120^	101^							
LAST DAYS OF POMPEII PT.1(S)				205																										
2 SUN.	8.00P	180	ABC	FF	99	A	19.6	31	1642	1730	639	303	767	263	433	390	369	249	725	223	414	447	396	240	152	59^	86^	51^		
8.00 - 8.30	A	16.6	27	1391	1664	608	325	754	236	389	359	363	285	684	164^	346	413	398	260	137^	52^	89^	54^							
8.30 - 9.00	A	19.4	30	1626	1686	627	288	740	241	383	351	342	268	682	176	344	404	388	257	157	51^	107^	60^							
9.00 - 9.30	A	19.5	29	1634	1737	645	300	761	276	420	363	341	256	724	227	398	436	396	250	162	77^	90^	52^							
9.30 - 10.00	A	19.8	29	1659	1811	690	334	809	304	473	407	366	246	752	241	417	436	402	263	160	73^	90^	52^							
10.00 - 10.30	A	21.7	34	1818	1777	641	292	782	267	466	424	401	233	761	263	484	487	402	217	160	59^	74^	51^							
10.30 - 11.00	A	20.4	34	1710	1699	623	284	761	251	460	418	401	221	740	255	469	489	391	211	131^	40^	67^	44^							
LOVE BOAT				28	201	203																								
1 SAT.	9.00P	60	ABC	CS	99	99	A	15.7	28	1316	1755	767	227	872	259	391	325	332	432	510	154	335	287	241	165	180	129	193	145	
2 SAT.	9.00P	120					B	18.8	32	1575	1730	771	275	861	250	420	387	369	386	510	160	285	254	231	196	171	103	188	131	
9.00 - 9.30	A	14.8	27	1240	1802	774	219	878	261	375	302	307	453	505	144	299	238	226	193	200	141	219	171							
9.30 - 10.00	A	16.4	29	1374	1830	774	221	877	286	407	337	318	419	508	144	325	275	251	173	242	183	203	157							
10.00 - 10.30	A	16.4	30	1374	1606	729	239	837	222	368	323	360	421	492	164^	352	335	227	129^	109^	66^	168^	117^							
10.30 - 11.00	A	15.3	29	1282	1665	788	248	893	253	415	343	375	427	549	190	408	366	258	133^	80^	52^	143^	104^							
MAGNUM, P.I.				29	206	206																								
THU.	8.00P	60	CBS	PD	99	99	A	18.2	30	1525	1757	704	238	785	267	432	383	348	320	595	200	376	318	292	189	168	80	209	131	
8.00 - 8.30	B	22.1	34	1852	1800	731	259	806	246	419	389	373	335	632	218	380	335	302	216	159	62	203	129							
8.30 - 9.00	A	17.1	29	1433	1711	696	229	773	262	423	372	337	321	587	200	373	308	279	185	158	74^	193	118							
					A	19.2	31	1609	1802	713	248	799	276	445	395	357	317	605	203	380	328	301	195	175	83	223	144			
MAMA MALONE				5	192																									
1 WED.	8.30P	30	CBS	CS		96	A	8.4	14	704	1716	671	238^	835	283^	427	371	326^	363	535	238^	345	278^	206^	180^	156^	114^	190^	113^	
					B	10.7	17	897	1675	720	279	838	287	449	394	342	333	421	136	220	205	186	166	184	119	232	179			
MAMA'S FAMILY				16	180	202																								
SAT.	9.30P	30	NBC	CS		94	97	A	10.7	19	897	1789	694	233	805	267	417	374	309	331	435	110^	213	210	227	180	238	79^	311	234
					B	12.5	21	1048	1861	734	260	812	277	447	404	354	311	527	190	309	285	246	177	223	112	299	234			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME						NO. OF SHOWS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M-11				
EVENING CONT'D																															
MASQUERADE						4	188		A	11.4	20	955	1901	749	198^	806	293	494	494	365	245	595	178^	374	343	278	190^	189^	126^	311	205^
1 FRI. 9.00P 60 ABC A						96		B	11.6	19	972	1807	741	245	795	239	481	461	457	251	690	197	421	370	378	231	165	87	157	101	
9.00 - 9.30								A	11.3	20	947	1948	743	210^	804	315	504	492	349	234^	571	172^	359	325	257	187^	209^	145^	364	237^	
9.30 - 10.00								A	11.5	20	964	1838	747	182^	798	268	478	494	375	252	612	180^	386	355	296	193^	171^	107^	257	172^	
MASTER						9	168	182	A	9.8	18	821	2130	702	219	769	314	524	396	347	219	754	277	511	415	358	213	275	98^	332	230
FRI. 8.00P 60 NBC A						90	94	B	10.7	18	897	2023	708	232	761	257	452	413	381	261	698	271	473	403	328	188	227	81	337	230	
8.00 - 8.30								A	9.9	19	830	2037	706	213	754	297	511	389	333	220	721	261	485	395	332	208	253	88^	309	209	
8.30 - 9.00								A	9.7	17	813	2169	678	216	765	323	527	395	354	210	768	286	527	429	371	213	292	107^	344	242	
MATT HOUSTON						25	195	201	A	12.1	22	1014	1674	747	281	801	278	536	498	399	221	616	159	390	387	362	172	105^	52^	152	118
FRI. 10.00P 60 ABC PD						98	99	B	15.2	26	1274	1635	709	267	762	247	478	463	411	230	608	206	397	371	322	170	136	64	129	94	
10.00 - 10.30								A	11.7	21	980	1729	747	282	800	280	545	504	396	217	619	156	391	389	368	178	141	68^	169	133	
10.30 - 11.00								A	12.4	23	1039	1628	750	281	806	279	531	495	402	228	616	162	391	389	356	170	70^	36^	136	104^	
MOVIE OF THE WEEK-FRIDAY						1	170		A	7.7	13	645	1679	567	202^	596	217^	361	400	309^	139^	445	166^	287^	272^	217^	130^	157^	64^	481	367
2 FRI. 9.00P 120 NBC FF						91		B	7.7	13	645	1679	567	202	596	217	361	400	309	139	445	166	287	272	217	130	157	64	481	367	
9.00 - 9.30								A	7.0	12	587	1843	597	202^	639	225^	409	420	328^	149^	391^	100^	238^	218^	239^	127^	198^	89^	615	486	
9.30 - 10.00								A	7.6	13	637	1826	623	224^	669	274^	426	425	311^	154^	443	160^	292^	262^	243^	127^	159^	66^	555	403	
10.00 - 10.30								A	8.1	14	679	1595	550	207^	563	202^	330^	398	303^	125^	464	188^	300^	292^	198^	132^	141^	55^	427	322^	
10.30 - 11.00								A	8.1	14	679	1465	490	176^	507	164^	275^	351	291^	128^	469	204^	309^	304^	190^	130^	138^	52^	351	279^	
NBC MONDAY NIGHT MOVIES						23	198	201	A	16.9	27	1416	1674	790	355	900	266	502	472	435	321	517	194	313	288	226	174	127	76^	130	80^
MON. 9.00P 120 NBC FF						97	98	B	18.1	28	1517	1640	772	289	864	307	520	467	385	284	541	197	349	315	255	159	142	81	93	59	

9.00 - 9.30	A	16.8	26	1408	1704	789	333	911	272	502	452	432	335	503	195	299	272	213	174	161	91	129	81^							
9.30 - 10.00	A	17.4	27	1458	1703	787	359	905	269	513	481	441	315	525	211	322	297	218	167	124	70^	149	95							
10.00 - 10.30	A	16.8	27	1408	1656	809	355	906	258	500	480	441	325	525	187	315	295	236	175	111	67^	114	67^							
10.30 - 11.00	A	16.5	28	1383	1628	779	370	881	265	495	479	427	306	515	175	308	291	240	181	109	72^	123	71^							
NBC NEWS DIGEST-M-F																														
M-F	8.58P	1	NBC	N	149	172	175	A	11.4	18	955	1933	697	273	783	276	443	385	339	286	589	201	359	317	276	189	254	103	307	206
					85	86		B	13.2	20	1106	1882	681	252	760	252	429	393	350	279	611	224	380	328	280	195	208	95	303	199
NBC NEWS DIGEST-2-M-F																														
1 TU&TH	9.58P	1	NBC	N	72	181	178	A	11.8	19	989	1853	776	326	851	324	539	486	395	245	554	215	380	304	263	144	202	95	246	166
2 MON.	9.54P	1						B	12.4	19	1039	1729	738	286	821	309	510	466	367	252	577	235	389	330	263	155	172	89	159	103
2 WED.	9.58P	1																												
2 FRI.	9.46P	1																												
NBC NEWS DIGEST-SAT																														
SAT.	8.58P	1	NBC	N	30	178	182	A	9.2	17	771	1935	595	223	720	263	377	320	251	300	470	172	280	275	199	153	256	142^	489	296
					90	89		B	11.5	19	964	1978	689	240	764	243	419	374	335	297	523	176	305	282	246	175	237	123	454	318
NBC NEWS DIGEST-2-SAT.																														
1 SAT.	9.58P	1	NBC	N	12	165		A	8.1	15	679	1826	633	222^	798	283^	387	351	241^	349	413	115^	188^	170^	197^	179^	287^	123^	328^	295^
					88			B	9.7	16	813	1880	708	274	797	276	432	393	335	310	593	211	352	318	278	192	224	102	266	225
NBC NEWS DIGEST-SUN																														
1 SUN.	8.58P	1	NBC	N	30	171	189	A	16.0	24	1341	2177	647	254	788	383	555	416	279	202	775	333	575	512	364	170	238	81^	376	259
2 SUN.	9.07P	1			86	92		B	14.5	21	1215	2050	682	268	777	297	490	430	347	236	664	256	451	396	312	174	232	101	377	252
NBC NEWS DIGEST-2-SUN.																														
2 SUN.	9.58P	1	NBC	N	16		194	A	16.6	25	1391	2354	740	304	883	469	690	525	318	158^	880	482	748	633	351	104^	302	92^	289	185
					94			B	13.8	21	1156	1843	740	298	821	306	516	457	389	247	680	278	477	420	321	160	217	83	125	84
NBC NIGHTLY NEWS-SAT.																														
SAT.	6.30P	30	NBC	N	27	164	168	A	8.3	19	696	1461	627	150^	664	119^	202	207	269	423	701	143^	283	340	298	361	28^	22^	68^	32^
					91	91		B	8.7	17	729	1488	663	218	738	132	268	270	319	427	606	122	250	264	277	308	72	38	72	47
NBC NIGHTLY NEWS-SUN																														
SUN.	6.30P	30	NBC	N	17	166	172	A	8.2	18	687	1512	617	310	713	182	300	260	327	348	673	127^	336	295	364	310	24^	17	102^	74^
					88	88		B	7.4	13	620	1526	640	239	713	144	292	288	346	359	623	141	287	296	331	272	79	LT	111	70

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
							AVG. AUD. % (0000)	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2																			
EVENING CONT'D																										
NBC NIGHTLY NEWS																										
	M-F	6.30P	30	NBC	N	149	205	204	A 10.1	20	846	1543	725	227	804	173	333	331	379	405	585	137	242	257	233	282
						99	99	99	B 11.1	20	930	1562	690	223	770	152	314	304	361	406	619	161	291	270	276	286
NBC REPORTS(S)																										
	1 WED.	10.00P	60	NBC	DN	201	97		A 11.4	20	955	1390	691	200	730	246	491	473	402	176	549	190	403	398	309	108
		10.00 - 10.30							A 12.0	21	1006	1391	691	196	722	255	494	466	382	174	532	202	412	390	285	96
		10.30 - 11.00							A 10.8	20	905	1372	686	201	730	232	481	480	419	176	562	175	388	406	331	121
NBC SUNDAY NIGHT MOVIE																										
	1 SUN.	9.00P	120	NBC	FF	199	204		A 15.5	24	1299	2145	662	252	772	350	558	444	313	173	826	395	665	554	358	137
	2 SUN.	8.00P	120			98	99		B 16.6	25	1391	1825	730	293	808	294	513	462	387	244	694	276	482	418	334	168
		8.00 - 8.30							A 18.0	30	1508	2493	715	251	830	402	618	501	314	169	920	461	783	681	399	122
		8.30 - 9.00							A 20.2	32	1693	2439	696	277	829	427	649	507	312	146	852	430	737	639	373	98
		9.00 - 9.30							A 17.1	25	1433	2123	654	261	781	361	560	446	305	185	817	391	639	535	348	152
		9.30 - 10.00							A 16.2	24	1358	2122	669	263	787	361	582	463	318	167	832	405	681	573	363	125
		10.00 - 10.30							A 9.4	15	788	1742	578	202	603	171	364	310	322	186	794	303	578	411	364	186
		10.30 - 11.00							A 9.2	16	771	1481	578	186	628	195	375	295	328	201	670	283	427	275	255	214
NEW HART																										
	MON.	9.30P	30	CBS	CS	202	202		A 16.8	26	1408	1759	789	316	872	321	529	487	359	292	587	213	360	312	278	177
						98	98		B 18.0	26	1508	1638	761	267	839	279	449	419	360	336	570	208	342	307	265	194
NEWSBREAK-M-F																										
	MTUHF	8.58P	1	CBS	N	148	183	173	A 13.0	21	1089	1786	727	249	816	245	399	380	363	357	580	182	314	283	270	229
	1 WED.	8.28P	1			90	90		B 15.6	23	1307	1779	741	252	825	256	414	381	356	359	556	185	311	283	258	211
2 WED. 9.12P 1																										
NEWSBREAK-SAT.																										
	1 SAT.	8.58P	1	CBS	N	29	170	191	A 8.8	16	737	2339	646	288	739	403	496	351	231	201	498	180	353	343	239	124
	2 SAT.	9.14P	1			87	97		B 10.5	18	880	2010	694	234	766	275	434	384	330	282	611	246	396	351	273	183
NEWSBREAK-SUN.																										
	SUN.	8.58P	1	CBS	N	30	165	189	A 11.4	18	955	1773	876	343	938	259	442	418	409	438	517	102	212	252	238	248
						87	96		B 16.7	24	1399	1719	763	301	844	236	404	385	390	376	581	177	297	287	278	231
OH MADELINE																										
	TUE.	9.30P	30	ABC	CS	2	199	197	A 15.8	25	1324	1675	685	302	841	381	557	444	315	236	472	184	301	270	199	139
						98	98		B 15.8	25	1324	1675	685	302	841	381	557	444	315	236	472	184	301	270	199	139
ONE DAY AT A TIME																										
	WED.	8.00P	30	CBS	CS	6	188	199	A 11.7	20	980	1794	796	332	881	285	461	418	368	366	511	163	296	274	226	183
						93	99		B 11.9	19	997	1704	740	280	828	281	438	388	336	339	443	143	235	213	199	172
PEOPLE ARE FUNNY																										
	SAT.	9.00P	30	NBC	PV	6	178	202	A 10.6	19	888	1798	608	202	689	220	382	317	287	282	444	131	247	234	214	167
						94	97		B 12.9	22	1081	1972	718	235	779	264	445	385	325	298	533	200	330	313	246	160
REAL PEOPLE																										
	WED.	8.00P	60	NBC	PV	27	194	196	A 12.5	21	1048	1671	685	214	742	210	334	319	268	358	554	144	259	246	202	261
		8.00 - 8.30				94	96		B 15.8	24	1324	1723	706	228	786	214	367	346	348	362	569	164	292	257	248	246
		8.30 - 9.00							A 11.7	20	980	1685	682	208	728	198	323	315	265	356	574	156	274	251	204	271
									A 13.3	22	1115	1656	683	217	751	220	344	319	267	359	535	134	247	241	197	252
REMINGTON STEELE																										
	TUE.	10.00P	60	NBC	PD	14	193	189	A 13.9	24	1165	1627	788	339	867	291	533	509	425	270	617	244	433	367	293	162
		10.00 - 10.30				99	96		B 15.2	25	1274	1596	722	287	790	304	510	473	373	226	620	257	433	375	292	158
		10.30 - 11.00							A 13.9	23	1165	1669	804	338	871	287	532	518	434	270	630	240	433	369	307	171
									A 13.9	24	1165	1577	771	341	863	295	536	500	413	270	599	246	427	365	276	150
RIPTIDE																										
	TUE.	9.00P	60	NBC	PD	14	194	191	A 14.7	23	1232	1873	778	371	849	322	521	473	390	276	652	287	454	354	266	187
		9.00 - 9.30				99	97		B 18.2	27	1525	1790	691	268	757	277	467	441	364	236	705	292	487	415	322	181
		9.30 - 10.00							A 14.4	22	1207	1834	740	355	807	301	492	445	374	264	636	273	434	339	262	189
									A 15.1	24	1265	1887	802	379	874	336	540	500	402	277	658</					



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																			
PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																							
RIPLEY'S BELIEVE IT-NOT						25	188	187	A	9.6	18	804	2019	716	278	830	323	529	428	371	247	761	353	555	468	335	172	138^	41^	290	201								
SUN. 7.00P 60 ABC U						96	96	B	12.6	20	1056	2057	660	263	734	280	463	427	329	218	769	325	543	475	352	179	217	93	337	224									
7.00 - 7.30								A	8.4	17	704	2036	710	271	825	304	517	421	374	255	765	348	550	470	344	183	159^	41^v	287	199									
7.30 - 8.00								A	10.8	20	905	1986	714	279	826	336	536	435	365	234	751	355	554	465	322	161	118^	38^	291	202									
ST. ELSEWHERE						22		208	A	12.5	21	1048	1582	838	264	905	421	646	549	339	221	609	253	417	385	278	133^	61^	19^v	7^v	7^v								
2 WED. 10.00P 60 NBC GD							99	B	13.2	22	1106	1578	763	303	845	341	557	513	377	235	588	271	424	368	254	134	98	49	47	26									
10.00 - 10.30								A	12.8	21	1073	1584	815	265	882	407	624	534	326	218	613	263	406	383	274	133^	75^	29^v	14^v	14^v									
10.30 - 11.00								A	12.3	21	1031	1563	852	256	919	430	661	563	348	220^	598	241	425	385	279	129^	46^v	10^v	LT	LT									
SCARECROW & MRS. KING						25	202	176	A	16.2	25	1358	1803	760	289	868	291	462	422	357	354	528	188	310	263	229	189	160	121	247	149								
MON. 8.00P 60 CBS GD						98	94	B	18.2	27	1525	1767	757	280	854	267	451	422	384	350	535	169	305	283	258	196	170	92	208	134									
8.00 - 8.30								A	15.2	24	1274	1800	760	286	871	290	461	416	354	363	521	180	299	252	227	193	164	130	244	151									
8.30 - 9.00								A	17.2	26	1441	1797	753	290	857	287	456	424	358	344	530	190	316	272	228	185	161	116	249	147									
SIMON & SIMON						26	203		A	21.1	33	1768	1719	682	264	784	238	444	417	385	294	590	208	411	311	313	162	198	93^	147	101^								
1 THU. 9.00P 60 CBS PD							99	B	23.7	36	1986	1712	756	257	833	270	464	424	389	315	613	214	378	336	298	199	142	59	124	82									
9.00 - 9.30								A	20.8	33	1743	1752	661	251	760	233	425	403	371	289	612	214	429	322	329	167	204	92^	176	115^									
9.30 - 10.00								A	21.4	34	1793	1680	699	274	801	241	460	432	395	294	570	205	395	301	298	156	192	95^	117^	89^									
60 MINUTES						32	205	206	A	18.8	36	1575	1725	772	340	828	150	359	357	426	418	669	163	296	334	325	297	132	42^	96	51^								
SUN. 7.00P 60 CBS DN						99	99	B	23.8	38	1994	1639	728	289	783	177	345	349	381	375	696	187	347	349	346	286	83	37	77	47									
7.00 - 7.30								A	18.0	35	1508	1712	770	343	822	142	355	359	434	413	650	140	274	315	327	304	139	31^	101	53^									
7.30 - 8.00								A	19.6	36	1642	1726	772	334	828	153	359	352	420	419	685	182	317	349	323	292	124	51^	89	48^									

SPECIAL MOVIE PRSNT-TUE(S)				201		A	11.5	19	964	1448	744	203^	831	172^	359	375	435	391	538	179^	273	229^	242	218^	46v	25v	33v	11v
1 TUE. 9.00P 120 CBS FF				99		A	11.6	18	972	1421	745	207^	818	156^	356	371	438	383	527	163^	260	221^	269	214^	48v	22v	28v	LT
9.00 - 9.30						A	11.9	19	997	1442	782	225^	864	192^	374	393	428	407	503	171^	238	209^	224^	211^	51v	22v	24v	LT
9.30 - 10.00						A	11.5	19	964	1485	729	196^	834	170^	355	368	444	395	553	181^	298	260	255	213^	55v	35v	43v	20v
10.00 - 10.30						A	10.9	19	913	1451	726	180^	813	176^	350	369	421	383	580	205^	308	235^	224^	235^	19v	19v	39v	20v
10.30 - 11.00																												
SPECIAL MOVIE PRSNT-WED(S)				201		A	8.6	14	721	1588	721	240^	831	201^	397	400	395	372	651	210^	359	340	270^	265^	38v	8v	68v	61v
1 WED. 9.00P 120 CBS FF				99		A	7.5	12	629	1644	704	261^	820	215^	422	399	374	355^	645	217^	352^	338^	267^	267^	68v	40v	111^	90v
9.00 - 9.30						A	7.9	13	662	1607	717	245^	831	201^	420	417	402	348	665	182^	336^	335^	315^	303^	34v	LT	77v	69v
9.30 - 10.00						A	9.5	16	796	1559	727	231^	827	200^	375	390	391	385	631	204^	351	329	250^	254^	31v	LT	70v	70v
10.00 - 10.30						A	9.7	18	813	1512	715	221^	818	185^	372	382	399	381	646	225^	384	347	253^	238^	26v	LT	22v	22v
10.30 - 11.00																												
SPECIAL MOVIE PRSNT-FRI(S)				199		A	14.0	26	1173	1784	704	271	783	260	342	325	334	364	744	237	414	371	386	305	113^	72^	144^	83^
1 FRI. 9.00P 120 CBS FF				99		A	13.8	25	1156	1764	653	241	760	274	332	289	292	358	706	212	335	325	356	335	124^	85^	174^	84^
9.00 - 9.30						A	14.4	26	1207	1821	702	271	796	302	384	346	324	332	750	238	411	394	390	302	139^	88^	136^	78^
9.30 - 10.00						A	14.2	26	1190	1803	720	291	782	240	328	324	351	377	775	259	472	398	408	289	97^	62^	149^	99^
10.00 - 10.30						A	13.6	26	1140	1737	739	281	789	231	327	333	356	386	742	242	436	368	387	290	90^	49v	116^	69^
10.30 - 11.00																												
SUPER NIGHT-ROCK-N-ROLL(S)				160		A	8.9	16	746	1993	728	378	811	361	662	532	363	139^	724	429	606	505	265^	48v	172^	76v	286^	175^
1 FRI. 9.00P 120 NBC PC				87		A	9.4	17	788	2076	687	318	776	322	604	513	373	155^	712	418	613	483	274^	62v	260^	121^	328	213^
9.00 - 9.30						A	9.4	17	788	2088	728	394	831	334	675	577	414	129^	737	444	628	481	268^	52v	218^	111^	302	202^
9.30 - 10.00						A	8.9	16	746	1937	764	458	848	387	736	572	378	112^	676	404	561	489	241^	31v	135^	57v	278^	174^
10.00 - 10.30						A	8.0	15	670	1807	726	337^	772	402	622	459	269^	150^	759	434	607	573	282^	43v	54v	LT	222^	95^
10.30 - 11.00																												
T.J. HOOKER				27	195	A	12.7	25	1064	1720	733	225	808	189	342	317	347	423	612	145	299	258	292	275	135	56^	165	125
SAT. 8.00P 60 ABC OP				97	199	B	15.9	27	1332	1774	736	270	814	211	392	383	395	362	620	170	330	309	316	251	136	63	204	133
CONT'D																												



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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										WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54															35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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10.00 - 10.30					A 16.9 27 1416					1583 779 253					917 330 485 401 372 378					554 161 280 330 282 200					81^ 54^ 31^ 15^									
10.30 - 11.00					A 17.2 29 1441					1566 830 289					963 348 533 431 391 383					520 144 263 299 261 198					65^ 41^ 18^ 12^									
20/20	28 201 201					A 16.0 27 1341					1641 735 289					817 259 467 423 392 289					665 210 399 361 351 212					114 27^ 45^ 37^								
	THU. 10.00P 60 ABC DN 99 99					B 14.5 24 1215					1528 726 272					783 211 428 421 422 288					617 174 345 347 324 212					87 37 41 29^								
	10.00 - 10.30					A 16.3 26 1366					1660 750 289					827 278 492 435 385 279					650 204 390 354 343 212					130 30^ 53^ 46^								
	10.30 - 11.00					A 15.7 27 1316					1616 720 287					807 239 443 413 399 299					677 217 406 368 357 210					95 23^ 37^ 29^								
TWO MARRIAGES					3 195					A 9.7 15 813					1507 749 365					831 261^ 496 418 387 306					410 151^ 184^143^ 137^216^					220^154^ 46^ 7^				
1 THU. 9.00P 60 ABC GD 98					B 10.4 16 872					1669 763 327					870 307 531 446 416 289					425 120 213 200 217 182					264 164^ 110 73									
9.00 - 9.30					A 9.2 15 771					1520 737 359					803 235^ 447 394 380 322					398 138^ 155^129^ 134^222^					260^190^ 59^ 16^									
9.30 - 10.00					A 10.3 16 863					1467 748 363					842 277 528 431 387 289					412 158^ 206^152^ 138^206^					180^121^ 33^ LT									
WEBSTER					27 194 204					A 15.5 27 1299					1773 648 283					798 308 440 385 314 300					444 149 250 235 192 163					156 107 375 230				
FRI. 8.30P 30 ABC CS 97 99					B 17.3 28 1450					1809 752 297					847 289 483 439 373 310					487 168 288 271 232 167					170 100 305 206									
WHIZ KIDS					7 184					A 6.6 12 553					2036 669 188^					718 276^ 358^271^ 283^299^					662 318^ 473 322^ 193^189^					284^172^ 372^ 305^				
1 SAT. 8.00P 60 CBS A 95					B 9.0 15 754					2009 675 276					745 269 422 356 330 269					665 295 464 388 265 179					254 85 345 227									
8.00 - 8.30					A 6.1 12 511					1926 608 239^					689 235^ 306^225^ 289^337^					631 277^ 421^281^ 183^210^					271^145^ 335^ 269^									
8.30 - 9.00					A 7.0 13 587					2145 729 144^					753 315^ 405 313^ 281^273^					695 356^ 521 358^ 204^174^					292^198^ 405 336^									
YELLOW ROSE					23 188 203					A 9.2 17 771					1511 666 230					778 221 352 317 318 370					507 105^ 242 240 291 211					162 58^ 64^ 39^				
SAT. 10.00P 60 NBC GD 94 97					B 10.2 18 855					1579 714 241					794 241 416 395 371 319					572 158 299 303 310 215					130 61 83 61									
10.00 - 10.30					A 8.9 17 746					1574 674 225					784 225 354 315 326 370					516 104^ 244 249 299 217					202 62^ 72^ 50^									
10.30 - 11.00					A 9.4 18 788					1449 662 235					772 214 346 317 312 374					498 104^ 241 229 284 208					124^ 56^ 55^ 28^									
YOU ARE THE JURY(S)					198					A 14.8 24 1240					1740 763 288					825 351 570 512 385 174^					681 324 519 475 296 122^					106^ 39^ 128^ 87^				
2 SUN. 10.00P 60 NBC PV 99					A 15.3 24 1282					1755 748 275					806 344 558 496 371 174^					668 330 519 463 280 114^					132^ 51^ 149^ 96^									
10.00 - 10.30					A 14.4 24 1207					1700 771 298					837 356 577 521 392 175^					685 312 511 486 308 128^					75^ 24^ 103^ 74^									
10.30 - 11.00																																		

1ST MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #		DAY		START TIME		DUR		NET		TYPE		PROG.		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	



2.00 - 2.30				A	7.3	26	612	1257	799	92	914	273	414	368	401	445	253	44^	97	77^	86^148	29^	14^v	61^	12^v				
BENSON DAYTIME				134	179	176	A	3.6	16	302	1371	741	244	831	421	533	438	327	218	222	103^	162^118^	89^	60^	202	109^	116^	76^	
M-F 11.00A 30 ABC CS 90 89				B	3.9	15	327	1293	674	158	751	362	506	412	294	182	291	143	202	145	106	73	100	52	151	64			
CAPITOL				147	193	193	A	5.9	22	494	1233	770	106^	882	305	440	369	388	394	245	51^	91^	57^	65^148	51^	28^v	55^	12^v	
M-F 2.30P 30 CBS DD 96 96				B	6.4	22	536	1275	801	140	885	268	419	368	355	420	231	82	107	83	76	117	64	40	95	39			
CBS EARLY MORNING NEWS				150	133	134	A	1.7	17	142	775	303^140^	303^	LT	134^162^	226^141^	325^	78^v	134^112^	134^191^	70^v	35^v	77^	LT	64	LT			
M-F 6.30A 30 CBS N 89 89				B	1.5	16	126	974	443	103	467	113	215	223	206	206	400	88	191	191	192	187	43	LT	64	LT			
CBS MORNING NEWS 1				150	195	195	A	3.3	16	277	1264	600	123^	611	123^	242	267	253	344	498	97^	194^174^	202^285	61^	43^v	94^	75^		
M-F 7.30A 30 CBS N 99 99				B	3.6	17	302	1269	622	127	650	116	240	255	273	367	513	108	203	207	239	285	43	18	63	35			
CBS MORNING NEWS 2				149	195	195	A	3.3	15	277	1134	603	108^	614	62^	195^201^	304	394	405	76^	160^162^	192^213	68^	50^v	47^v	26^v			
M-F 8.30A 30 CBS N 99 99				B	3.9	17	327	1125	628	106	653	99	195	224	303	401	402	98	180	183	189	196	28	LT	42	22			
CBS SCHOOLBREAK SPECIALS(S)				184			A	6.6	18	553	1315	540	96^v	674	278^	377^340^	261^266^	106^v	10^v	10^v	10^v	47^v	96^v	286^214^	249^	220^			
1 TUE. 4.30P 60 CBS CL 94							A	5.8	16	486	1461	624	99^v	770	326^	462^415^	317^286^	105^v	LT	LT	LT	50^v105^v	297^215^	289^	223^				
4.30 - 5.00							A	7.4	19	620	1190	473	90^v	595	242^	311^277^	213^249^	104^	14^v	14^v	14^v	46^v	90^v	274^210^	217^	217^			
5.00 - 5.30																													
DAYS OF OUR LIVES				146	208	208	A	7.3	25	612	1297	782	205	895	298	487	421	408	360	246	74^	129	102	120	105	54^	45^	102	29^
M-F 1.00P 60 NBC DD 99 99				B	7.1	22	595	1317	820	168	911	300	490	433	386	378	285	100	151	107	120	119	50	32	71	30			
1.00 - 1.30				A	7.0	24	587	1284	784	214	893	300	481	419	412	363	246	61^	116	101	124	118	47	38^	98	29^			
1.30 - 2.00				A	7.6	26	637	1290	777	195	890	295	491	422	400	355	244	84^	138	101	115	94	57^	50^	99	27^			
DREAM HOUSE				147	182	182	A	4.6	19	385	1301	744	114^	821	214	354	339	348	378	333	123^	193	130^	127^117^	17^v	12^v	130^	57^	
M-F 11.30A 30 NBC QG 91 91				B	5.1	20	427	1276	733	127	802	213	342	329	337	390	283	83	124	110	112	136	61	43	130	48			
EDGE OF NIGHT				149	127	126	A	2.9	9	243	1329	728	251	905	395	534	412	378	308	202^	86^	111^	33^v	75^	91^	111^	99^	111^	41^v
M-F 4.00P 30 ABC DD 69 70				B	3.4	10	285	1297	717	160	851	334	526	444	389	277	205	77	120	76	95	74	127	104	114	53			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEENS (12-17)	CHILDREN (2-11)						
WEEKDAY DAYTIME CONT'D																																	
FACTS OF LIFE M-F					83	151	150	A	3.9	17	327	1425	678	175	766	261	392	334	299	291	341	138^	261	165^	160^	77^	132^	97^	186	92^			
M-F 10.00A					30	NBC	CS	B	4.3	17	360	1458	670	146	729	278	437	352	293	239	307	129	202	164	133	84	132	91	290	123			
FAMILY FEUD					150	173	173	A	4.1	16	344	1352	780	220	838	262	422	372	364	355	266	83^	159^	116^	122^	92^	131^	72^	117^	17^			
M-F 12.00N					30	ABC	QP	B	4.8	18	402	1287	720	167	812	300	448	387	335	302	297	110	162	125	114	121	73	44	105	32			
GENERAL HOSPITAL					148	206	206	A	8.4	28	704	1313	824	250	924	402	606	486	411	241	208	115	157	110	72^	42^	105	67^	76^	31^			
M-F 3.00P					60	ABC	DD	B	10.5	31	880	1359	784	213	885	426	616	477	350	220	227	119	159	103	79	56	150	113	97	44			
3.00 - 3.30								A	8.2	28	687	1335	840	258	940	414	621	496	412	239	212	119	164	116	73	39^	94	54^	89	32^			
3.30 - 4.00								A	8.5	27	712	1285	808	246	910	391	593	480	414	243	198	108	146	100	67^	45^	118	81	59^	29^			
GOOD MORNING, AMERICA-730					149	206	206	A	5.3	26	444	1225	709	196	747	181	377	427	395	300	405	72^	142	166	191	206	44^	14^	29^	18^			
M-F 7.30A					30	ABC	N	B	5.1	24	427	1317	726	216	753	248	440	436	354	256	418	74	164	186	221	207	57	LT	89	65			
GOOD MORNING, AMERICA-830					149	204	204	A	5.6	25	469	1362	861	151	908	316	523	494	409	313	349	94^	130	103^	136	193	17^	10^	88^	25^			
M-F 8.30A					30	ABC	N	B	5.7	25	478	1235	754	168	803	256	453	429	369	300	351	86	143	130	155	182	19	LT	62	23			
GUIDING LIGHT					145	203	203	A	7.7	25	645	1281	768	116	888	247	433	374	428	412	212	39^	83^	59^	73^	125	116	80^	65^	32^			
M-F 3.00P					60	CBS	DD	B	8.0	24	670	1350	833	144	927	245	442	397	419	435	201	66	90	66	68	105	132	86	90	47			
3.00 - 3.30								A	7.5	26	629	1251	770	111	888	253	433	369	423	414	209	44^	85^	57^	70	123	97	68	57^	26^			
3.30 - 4.00								A	7.9	25	662	1279	758	115	877	240	429	375	427	403	207	36^	79^	58^	70	125	125	87	70^	33^			
HOT POTATO					70	151	148	A	2.9	11	243	1000	493	94^	551	128^	222^	247	193^	271	309	53^	99^	99^	140^	173^	37^	LT	103^	29^			
M-F 12.00N					30	NBC	QG	B	3.0	11	251	1153	599	107	681	147	264	264	298	362	304	78	124	110	139	155	46	26	122	48			
LOVING					149	199	199	A	3.7	16	310	1268	806	248	916	452	606	430	355	258	151^	51^	116^	107^	77^	25^	110^	84^	91^	39^			

M-F		11.30A	30	ABC	DD	96	96			B	3.9	15	327	1228	750	198	844	370	549	433	342	240	218	84	125	88	81	85	77	58	89	30
MATCH GM/HOLLYWOOD						123	156	157		A	3.9	13	327	1239	707	184	777	159	265	275	343	460	208	86	114	108	64	81	88	40	166	86
M-F		3.00P	60	NBC	QG	78	78			B	3.9	12	327	1273	685	115	761	184	299	270	326	419	319	103	164	144	130	132	76	39	117	70
3.00 - 3.30										A	3.7	13	310	1152	694	174	759	156	265	274	331	446	162	56	68	59	48	87	73	35	158	81
3.30 - 4.00										A	4.2	13	352	1259	693	184	764	153	255	267	341	455	235	109	146	139	71	75	96	40	164	85
NBC NEWS AT SUNRISE						150	169	167		A	1.6	12	134	1381	628	298	635	104	321	373	389	247	552	104	245	291	277	209	149	LT	45	38
M-F		6.30A	30	NBC	N	90	90			B	1.5	12	126	1137	591	244	616	91	276	330	373	271	445	76	208	225	239	198	LT	LT	40	LT
NBC NEWS DIGEST-DAYTIME						50	199	200		A	4.8	17	402	1177	805	177	900	235	391	339	363	461	177	78	82	54	64	88	28	19	72	28
M-F		2.57P	1	NBC	N	98	99			B	4.7	15	394	1194	837	139	914	230	412	372	399	467	189	47	64	55	85	109	41	20	50	28
NEWSBREAK-11.57						148	182	180		A	7.2	30	603	1375	699	131	763	202	367	327	344	355	398	81	174	154	163	202	34	20	180	48
M-F		11.57A	2	CBS	N	90	89			B	8.0	31	670	1310	676	122	764	227	355	314	316	365	359	110	173	141	133	173	47	29	140	52
NEWSBREAK-3.57						145	190	190		A	6.4	20	536	1319	763	126	868	241	411	360	412	412	249	45	102	76	92	141	123	89	79	29
M-F		3.57P	2	CBS	N	95	94			B	6.6	19	553	1340	814	159	905	241	436	389	414	423	208	64	94	64	75	109	130	92	97	56
ONE LIFE TO LIVE						149	204	204		A	7.2	26	603	1380	817	296	954	443	645	552	394	232	206	115	171	104	63	33	87	47	133	48
M-F		2.00P	60	ABC	DD	99	99			B	8.1	27	679	1325	793	251	905	446	638	511	351	206	242	130	181	124	82	49	92	67	86	26
2.00 - 2.30										A	7.1	25	595	1355	801	293	939	439	631	549	382	224	196	104	162	99	64	34	82	40	138	52
2.30 - 3.00										A	7.3	27	612	1377	824	294	958	442	650	551	399	238	207	123	174	104	58	32	90	56	122	42
PRESS YOUR LUCK						150	157	153		A	4.6	20	385	1379	720	199	777	210	330	271	328	417	392	103	186	146	164	192	62	18	148	45
M-F		10.30A	30	CBS	QP	82	80			B	4.9	20	411	1275	667	140	752	200	328	295	316	387	331	119	185	146	112	141	54	29	138	56
PRICE IS RIGHT 1						146	202	202		A	6.3	27	528	1343	612	140	692	191	296	254	274	356	424	109	192	164	148	212	31	11	196	52
M-F		11.00A	30	CBS	AP	99	99			B	7.3	29	612	1321	652	121	734	206	326	294	296	370	391	128	190	157	128	186	47	26	149	52
PRICE IS RIGHT 2						147	202	202		A	8.7	37	729	1374	671	127	738	196	340	315	318	355	421	94	184	160	163	215	33	20	182	53
M-F		11.30A	30	CBS	AP	99	99			B	9.8	39	821	1329	670	121	753	216	341	306	307	372	380	116	178	148	131	187	50	28	146	51

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

1ST MAY 1984 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																								
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																																													
RYAN'S HOPE		M-F		12.30P		30		ABC DD		150 176 176		A 4.3 16 360		1542		920 317		1009 444		666 579		412 225		215 91		144 97		72 63		150 119		168 47													
M-F		12.30P		30		ABC DD		150 176 176		A 4.3 16 360		1542		920 317		1009 444		666 579		412 225		215 91		144 97		72 63		150 119		168 47															
SALE OF THE CENTURY		M-F		10.30A		30		NBC QG		144 159 157		A 4.5 20 377		1318		646 98		707 180		307 294		323 324		353 143		220 167		122 115		86 43		172 59													
M-F		10.30A		30		NBC QG		144 159 157		A 4.5 20 377		1318		646 98		707 180		307 294		323 324		353 143		220 167		122 115		86 43		172 59															
SEARCH FOR TOMORROW		M-F		12.30P		30		NBC DD		148 157 157		A 3.1 12 260		1096		683 177		715 142		254 292		419 400		234 54		57 34		61 177		43 27		104 27													
M-F		12.30P		30		NBC DD		148 157 157		A 3.1 12 260		1096		683 177		715 142		254 292		419 400		234 54		57 34		61 177		43 27		104 27															
TATTLETALES		M-F		4.00P		30		CBS QG		144 106 106		A 3.3 10 277		1206		722 64		758 115		245 281		279 477		311 17		69 68		130 235		43 17		94 28													
M-F		4.00P		30		CBS QG		144 106 106		A 3.3 10 277		1206		722 64		758 115		245 281		279 477		311 17		69 68		130 235		43 17		94 28															
TODAY SHOW-7.30AM		M-F		7.30A		30		NBC N		150 204 204		A 3.9 19 327		1346		761 223		761 140		318 346		380 385		495 84		209 202		235 265		43 17		47 28													
M-F		7.30A		30		NBC N		150 204 204		A 3.9 19 327		1346		761 223		761 140		318 346		380 385		495 84		209 202		235 265		43 17		47 28															
TODAY SHOW-8.30AM		M-F		8.30A		30		NBC N		149 204 204		A 4.2 19 352		1239		679 142		733 125		233 251		335 434		455 82		216 176		204 228		23 17		28 17													
M-F		8.30A		30		NBC N		149 204 204		A 4.2 19 352		1239		679 142		733 125		233 251		335 434		455 82		216 176		204 228		23 17		28 17															
\$25,000 PYRAMID		M-F		10.00A		30		CBS QP		145 168 166		A 5.2 23 436		1284		685 181		758 126		294 290		384 416		370 84		186 149		193 169		26 13		130 34													
M-F		10.00A		30		CBS QP		145 168 166		A 5.2 23 436		1284		685 181		758 126		294 290		384 416		370 84		186 149		193 169		26 13		130 34															
WHEEL OF FORTUNE		M-F		11.00A		30		NBC QG		146 205 206		A 7.0 30 587		1353		754 102		840 223		360 334		341 402		295 113		185 119		98 102		55 25		163 74													
M-F		11.00A		30		NBC QG		146 205 206		A 7.0 30 587		1353		754 102		840 223		360 334		341 402		295 113		185 119		98 102		55 25		163 74															
YOUNG AND THE RESTLESS										147 206 205		A 7.6 29 637		1306		843 153		946 307		506 433		443 383		259 48		102 84		93 151		30 21		71 26													
M-F		12.30P		60		CBS DD		99 99		B 8.6 31 721		1299		816 139		909 289		463 408		387 394		268 100		139 110		91 121		46 32		76 25															
12.30 - 1.00										A 7.6 30 637		1290		826 148		927 293		494 428		439 375		262 51		107 89		96 148		33 24		68 25															
1.00 - 1.30										A 7.7 28 645		1287		847 149		947 312		505 430		439 386		246 45		91 76		82 148		28 19		66 20															
*WEEKEND DAYTIME																																													
ABC WEEKEND SPECIALS		SAT.		12.00N		30		ABC FV		26 185 177		A 3.2 13 268		1623		250 145		350 172		227 206		97 96		331 257		305 267		48 26		262 134		680 482													
SAT.		12.00N		30		ABC FV		26 185 177		A 3.2 13 268		1623		250 145		350 172		227 206		97 96		331 257		305 267		48 26		262 134		680 482															
ABC WIDE WORLD-SPORTS SAT		1 SAT.		5.00P		90		ABC SA		24 204 205		A 5.2 15 436		1532		505 122		581 136		316 294		282 247		713 236		388 366		310 241		75 22		163 122													
2 SAT.		3.30P		60						B 8.1 18 679		1533		525 185		577 171		302 289		269 225		698 246		419 402		331 222		116 46		142 90															
& 6.05P		25																																											
3.30 - 4.00										A 3.7 13 310		1423		552 100		603 238		321 251		145 262		551 64		281 281		293 270		49 49		220 142															
4.00 - 4.30										A 4.8 16 402		1555		532 127		599 213		288 225		174 274		705 165		406 378		366 252		174 30		77 31															
5.00 - 5.30										A 5.4 15 453		1170		473 104		546 61		340 340		345 206		553 156		211 216		245 181		LT LT		71 71															
5.30 - 6.00										A 5.1 14 427		1492		432 54		523 92		344 344		308 179		664 289		371 307		233 196		LT LT		305 207															
6.00 - 6.30										A 6.4 16 536		1696		516 166		588 118		285 280		323 276		846 324		490 478		351 268		108 28		154 135															
ALVIN AND THE CHIPMUNKS		SAT.		10.30A		30		NBC CA		32 202 200		A 7.2 29 603		1733		338 105		381 210		293 188		128 60		201 83		144 127		92 26		214 101		937 518													
SAT.		10.30A		30		NBC CA		32 202 200		A 7.2 29 603		1733		338 105		381 210		293 188		128 60		201 83		144 127		92 26		214 101		937 518															
AMERICAN BANDSTAND		SAT.		12.30P		60		ABC PC		24 168 156		A 3.0 11 251		1534		243 91		286 184		191 147		47 87		402 252		364 339		130 38		271 119		575 486													
SAT.		12.30P		60		ABC PC		24 168 156		A 3.0 11 251		1534		243 91		286 184		191 147		47 87		402 252		364 339		130 38		271 119		575 486															
12.30 - 1.00										B 4.5 14 377		1709		398 184		525 311		407 284		156 106		389 212		295 229		140 78		315 180		480 323															
1.00 - 1.30										A 2.9 11 243		1621		268 103		313 172		190 144		50 115		412 289		383 366		102 29		209 86		687 614															
										A 3.2 12 268		1369		207 72		240 176		176 143		41 56		370 201		325 299		150 45		308 137		451 354															
AMERICAN SPORTSMAN		SUN.		2.00P		30		ABC SA		10 157 164		A 2.8 9 235		1902		864 348		864 331		621 444		328 243		970 506		643 460		302 310		42 LT		26 LT													
SUN.		2.00P		30		ABC SA		10 157 164		A 2.8 9 235		1902		864 348		864 331		621 444		328 243		970 506		643 460		302 310		42 LT		26 LT															
BENJI, ZAX & THE PRINCE		SAT.		12.30P		30		CBS CA		8 148 150		A 3.3 13 277		1834		470 101		477 365		376 206		82 64		534 314		371 273		75 163		198 129		625 225													
SAT.		12.30P		30		CBS CA		8 148 150		A 3.3 13 277		1834		470 101		477 365		376 206		82 64		534 314		371 273		75 163		198 129		625 225															
										B 3.8 13 318		1813		474 154		535 287		384 232		168 127		343 185		245 180		85 98		247 169		688 393															



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1984 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #		DAY		START TIME		DUR		NET		TYPE		PROG.		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	

1ST MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)			
													WOMEN					MEN											
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																													
KENTUCKY DERBY(S)-CONT'D																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
LEGENDS OF GOLF-SAT(S)																													
1 SAT. 4.00P 120 NBC SE																													
4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
LEGENDS OF GOLF-SUN(S)																													
1 SUN. 4.00P 109 NBC SE																													
4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
LITTLES																													
SAT. 10.30A 30 ABC CA																													
MEET THE PRESS																													
SUN. 12.30P 30 NBC CC																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
3.30 - 4.00																													
4.00 - 4.30																													
4.30 - 5.00																													
NBA PLAYOFF GAME SAT.(S)																													
2 SAT. 2.00P 159 CBS SE																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
3.30 - 4.00																													
4.00 - 4.30																													
4.30 - 5.00																													
NBA PLAYOFF GAME-SAT.(S)																													
1 SAT. 3.30P 148 CBS SE																													
3.30 - 4.00																													
4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
NBA PLAYOFF GAME-1																													
CONT'D																													



4.30 - 5.00	A	6.1	17	511	1033	257^	75v	257^	84v	84v	45v	49v	173^	636	172^	408^	393^	382^	194^	111v	LT	29v	29v			
5.00 - 5.30	A	5.9	15	494	1117	340^	172^	340^	97v	170^	132^	158^	170^	617	168^	400^	400^	351^	197^	67v	LT	93v	93v			
5.30 - 6.00	A	7.1	18	595	1207	400	180^	452	114^	173^	136^	167^	279^	562	193^	379^	399	282^	163^	60v	LT	133^	133^			
6.00 - 6.30	A	9.5	22	796	1300	451	250^	533	123^	213^	200^	234^	281^	585	211^	341	331	300	210^	116^	37v	66v	66v			
NBC MAJOR LEAGUE PRE GAME	4	205	206	A	4.4	16	369	1640	519	154^	546	194^	305^	246^	195^	223^	702	302^	464	360	253^	197^	79^	15v	313^	114^
1 SAT. 1.00P 17 NBC SC	98	99	B	4.7	17	394	1657	480	116	505	169	264	216	181	208	665	260	405	347	271	207	211	17	276	160	
2 SAT. 1.00P 16																										
NBC MAJOR LEAGUE BASEBALL	4	205	208	A	6.5	23	545	1290	392	99^	420	49v	144^	148^	189^	258	698	177^	315	347	277	329	82^	LT	90^	58^
1 SAT. 1.17P 160 NBC SE	98	99	B	6.4	21	536	1347	418	130	447	88	178	160	186	245	724	223	363	349	295	325	96	11	80	55^	
2 SAT. 1.16P 194																										
1.00 - 1.30	A	4.6	18	385	1488	453	128^	484	167^	216^	213^	160^	250^	625	220^	297^	270^	236^	239^	127^	51v	252^	99^			
1.30 - 2.00	A	6.0	23	503	1467	415	104^	441	83^	164^	172^	199^	256	698	232^	301	341	287	292	95^	30v	233^	102^			
2.00 - 2.30	A	6.9	25	578	1299	334	82^	353	41v	102^	104^	137^	234	808	293	451	473	279	310	94^	LT	44v	31^			
2.30 - 3.00	A	6.8	24	570	1246	431	87^	448	42v	160^	164^	208	266	661	175^	258	320	215	341	101^	LT	36v	36v			
3.00 - 3.30	A	7.1	25	595	1151	396	81^	423	35v	140^	147^	212	264	601	102^	216	251	216	350	80^	LT	47v	47v			
3.30 - 4.00	A	6.5	22	545	1240	414	113^	446	35v	144^	151^	211^	281	664	73^	304	341	338	323	75^	LT	55^	55^			
4.00 - 4.30	A	6.7	22	561	1321	417	121^	465	27v	217^	190^	221^	248^	754	121^	362^	362^	385^	392^	18v	LT	84v	68v			
NCAA SPECIAL-SAT.(S)	180			A	3.1	9	260	1408	655^	285^	659^	266^	319^	338^	215v	213v	393^	311^	339^	246^	35v	54v	237^	88v	119v	66v
2 SAT. 4.39P 79 CBS SE	93																									
4.30 - 5.00	A	2.7	8	226	1372	588^	217v	588^	274^	336^	407^	212v	102v	336^	265^	265^	265^	35v	71v	373^	120v	75v	57v			
5.00 - 5.30	A	3.1	9	260	1592	734^	327^	734^	288^	353^	384^	250^	239^	395^	354^	354^	212v	LT	41v	312^	131v	151v	92v			
5.30 - 6.00	A	3.3	9	277	1285	634^	285^	634^	241^	281^	261^	188v	251^	429^	310^	375^	271^	65v	54v	95v	33v	127v	51v			
NEW FAT ALBERT SHOW	17	129	136	A	3.3	12	277	1451	403^	126^	403^	201^	223^	213^	177^	71v	257^	134^	148^	112^	97v	97v	98v	98v	693	227^
SAT. 1.00P 30 CBS CA	67	71	B	4.4	14	369	1690	399	157	446	240	306	227	139	113	335	168	240	196	136	85	188	107	721	376	
NEW SCOOPY & SCRAPPA DOO	15	200	199	A	4.5	21	377	1782	283^	161^	376	169^	315	222^	189^	61v	125^	LT	71v	71v	71v	54v	202^	45v	1079	632
SAT. 9.00A 30 ABC CA	99	99	B	5.1	21	427	1945	292	127	358	226	294	193	91	62	247	140	226	179	95	19	226	84	1114	610	



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
ONE	TO GROW	ON-8:28AM				19	191	187	A	3.5	23	293	1389	105^	LT	105^	30^	68^	77^	61^	28^	206^	79^	79^	113^	78^	93^	205^	205^	873	540
SAT.		8.28A	2	NBC	CN	96	95		B	4.3	25	360	1820	238	94	273	141	210	171	122	47	233	119	164	163	92	42	275	142	1039	637
ONE	TO GROW	ON-8:58AM				32	198	195	A	5.0	26	419	1788	143^	86^	164^	50^	125^	114^	114^	30^	120^	71^	71^	91^	34^	29^	516	233^	988	545
SAT.		8.58A	2	NBC	CN	98	97		B	5.1	24	427	1765	256	114	283	154	223	173	113	43	177	112	140	109	49	32	229	115	1076	612
ONE	TO GROW	ON-10:28AM				30	209	209	A	7.3	30	612	1596	266	78^	345	198	238	131^	69^	97^	160^	83^	118^	82^	53^	24^	246	144^	845	485
SAT.		10.28A	2	NBC	CN	99	99		B	8.9	31	746	1857	308	132	347	191	269	204	121	59	224	146	189	132	63	26	315	149	971	573
ONE	TO GROW	ON-10:58AM				32	201	199	A	6.4	25	536	1774	326	102^	375	195^	282	172^	133^	64^	262	152^	215^	120^	87^	23^	227	112^	910	484
SAT.		10.58A	2	NBC	CN	97	96		B	8.0	28	670	1867	309	135	349	198	265	196	113	64	235	149	188	139	64	33	292	139	991	582
ONE	TO GROW	ON-12:28PM				17	151	150	A	4.2	16	352	1295	434	171^	434	234^	296^	139^	124^	90^	267^	164^	188^	122^	38^	79^	165^	79^	429	236^
SAT.		12.28P	2	NBC	CN	73	72		B	5.6	18	469	1744	387	160	422	194	281	218	146	117	272	136	215	169	113	47	297	126	753	415
PAC-MAN						32	201	200	A	4.2	18	352	1997	185^	140^	276^	180^	232^	166^	96^	38^	115^	LT	89^	77^	77^	26^	352	146^	1254	651
SAT.		9.30A	30	ABC	CA	99	99		B	5.3	20	444	1852	261	107	306	174	237	173	89	63	202	107	174	147	82	24	228	119	1116	653
PUPPY-FURTHER ADVENTURES						31	197	194	A	3.9	15	327	1682	181^	71^	254^	165^	183^	139^	48^	56^	168^	131^	157^		26^	LT	271^	110^	989	639
SAT.		11.00A	30	ABC	CA	95	95		B	5.7	19	478	1731	275	117	331	185	261	174	116	58	251	166	220	137	69	28	279	165	870	531
RASCALS/RICHIE RICH						32	196	195	A	3.7	20	310	1610	133^	84^	171^	61^	93^	32^	84^	78^	90^	LT	90^	90^	90^	LT	309^	155^	1040	745
SAT.		8.30A	30	ABC	CA	98	97		B	4.2	20	352	1789	275	118	298	144	209	159	101	80	217	111	186	147	93	23	221	94	1053	658
RUBIK, THE AMAZING CUBE						32	201	201	A	4.2	17	352	1935	142^	102^	236^	138^	188^	175^	98^	36^	192^	97^	169^	153^	72^	23^	331^	124^	1176	677

SAT.	10.00A	30	ABC	CA	99	99	B	6.2	22	520	1820	233	104	273	155	208	153	84	60	197	108	169	120	78	26	286	133	1064	640	
SATURDAY SUPERCARDE					32	191	191	A	3.5	18	293	2102	233^	69v	267^	126^	126^	76v	38v	130^	222^	149^	170^	67v	21v	52v	190^	112^	1423	870
SAT.	8.30A	60	CBS	CA	94	94		B	5.1	23	427	1808	231	72	249	112	154	108	80	85	203	103	147	116	71	49	245	91	1111	746
8.30 - 9.00								A	3.2	18	268	1907	299^	60v	299^	202^	202^	128^	23v	74v	187	145^	157^	117^	LT	30v	115^	92v	1306	766
9.00 - 9.30								A	3.8	18	318	2245	177^	76v	236^	63v	63v	31v	49v	173^	247^	153^	180^	27v	27v	67v	245^	126^	1517	956
SCHOOLHOUSE	ROCK-8:25AM				15	193	192	A	3.6	23	302	1765	143^	143^	173^	101^	127^	26v	72v	46v	118^	LT	109^	118^	118^	LT	112^	32v	1362	988
SAT.	8.25A	4	ABC	CN	95	95		B	4.1	23	344	1853	208	100	237	117	160	109	85	70	154	68	137	123	80	LT	238	80	1224	835
SHIRT TALES					32	198	196	A	4.4	24	369	1799	150^	97^	174^	45v	129^	128^	129^	34v	141^	80v	80v	106^	43v	35v	454	242^	1030	586
SAT.	8.30A	30	NBC	CA	98	97		B	4.7	24	394	1765	249	109	277	141	212	172	121	46	175	104	134	111	53	34	237	122	1076	631
SMURFS I					32	210	210	A	6.0	28	503	1583	178^	78^	191^	82^	133^	101^	95^	44v	133^	59^	97^	110^	51v	23v	322	167^	937	506
SAT.	9.00A	30	NBC	CA	99	99		B	6.4	27	536	1810	268	114	297	167	227	166	105	51	210	135	179	134	62	24	274	145	1029	579
SMURFS II					32	210	210	A	7.1	30	595	1684	212	103^	263	155^	204	113^	79^	54^	172^	103^	137^	96^	44v	25v	283	174^	966	505
SAT.	9.30A	30	NBC	CA	99	99		B	8.1	30	679	1866	295	132	337	197	270	191	116	48	217	133	181	142	69	24	292	154	1020	567
SMURFS III					32	210	210	A	7.5	31	629	1601	252	92^	325	197	234	133^	58^	85^	149^	81^	112^	70^	45v	23v	281	159^	846	480
SAT.	10.00A	30	NBC	CA	99	99		B	8.9	32	746	1881	312	133	350	195	276	205	123	55	226	147	190	138	66	26	320	155	985	575
SPIDERMAN/HULK 1					31	152	151	A	4.5	18	377	1337	246^	72v	246^	178^	225^	119^	47v	21v	202^	124^	178^	102^	54v	24v	205^	122^	684	332
SAT.	11.30A	30	NBC	CA	73	72		B	5.9	20	494	1774	294	139	323	170	239	179	115	70	252	149	201	155	82	40	337	132	862	466
SPIDERMAN/HULK 2					28	152	150	A	4.8	19	402	1266	439	162^	439	238^	303	142^	128^	88^	266	162^	188^	124^	41v	78^	148^	55v	413	236^
SAT.	12.00N	30	NBC	CA	73	72		B	6.0	19	503	1788	356	163	393	189	270	204	147	102	274	157	207	164	90	51	312	126	809	448
SPORTSBEAT					13	161	156	A	2.6	8	218	972	455^	156^	537^	198^	390^	334^	238^	147^	312^	133v	160^	128v	160^	106v	41	41v	82v	50v
1 SAT.	4.30P	30	ABC	SC	84	84		B	3.0	9	251	1322	498	186	542	193	310	262	208	202	542	180	306	276	258	197	65	24	173	132
2 SAT.	3.00P	30																												

1ST MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	Avg. Aud. %	Avg. Share %	Avg. (0,000)	Total Persons (2+)	Lady Work-ing House Wom.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																															
SPORTSWORLD																															
1 SUN.	2.00P	120	NBC SA	16	167	182			A	4.4	12	369	1420	361	119^	418	117^	230^	184^	203^	150^	748	322	479	472	282^	217^	97^	43v	157^	71
2 SUN.	4.30P	90		86	93				B	5.2	12	436	1482	430	164	480	148	280	264	249	156	768	302	492	450	350	220	109	41	125	81
	2.00 - 2.30								A	3.1	10	260	1165	203v	LT	203v	LT	69v	93v	134v	110v	608^	351^	351^	346^	92v	200v	LT	LT	354^	170v
	2.30 - 3.00								A	3.8	12	318	1547	233^	LT	233^	LT	138v	138v	181v	95v	931	499^	697^	680^	286v	173v	LT	LT	383^	199^
	3.00 - 3.30								A	3.8	11	318	1425	365^	19v	365^	107v	199^	139v	194^	119v	792	471^	644^	544^	240^	110v	126v	LT	142v	35v
	3.30 - 4.00								A	4.7	14	394	1470	403^	71v	403^	109v	231^	165^	244^	129v	797	528^	657	501^	188^	114v	168^	LT	102v	LT
	4.30 - 5.00								A	4.3	12	360	1294	350^	178^	444^	149v	230^	175^	161v	175^	638^	161v	316^	352^	288^	286^	167^	59v	45v	25v
	5.00 - 5.30								A	5.5	14	461	1330	416^	185^	492^	162^	282^	247^	198^	169^	665	161^	346^	380^	347^	285^	91v	91v	82v	46v
	5.30 - 6.00								A	6.3	16	528	1424	387^	236^	520	175^	298^	218^	215^	170^	713	181^	367^	461	378^	252^	96v	96v	95v	62v
SUNDAY MORNING																															
SUN.	9.00A	90	CBS N	30	171	173			A	3.8	19	318	1274	632	280^	699	95^	230^	311^	437	388	463	66v	227^	229^	279^	208^	34v	LT	78v	44v
	9.00 - 9.30				95	95			B	4.8	20	402	1294	565	241	607	105	233	247	316	339	559	140	279	306	306	230	47	25	81	45
	9.30 - 10.00								A	3.3	20	277	1253	614	238^	665	47v	181^	256^	441	409^	499	84v	250^	209^	310^	206^	42v	LT	47v	26v
	10.00 - 10.30								A	3.8	19	318	1248	670	308^	742	100^	270^	359^	456	383	422	38v	201^	221^	283^	201^	37v	LT	47v	47v
									A	4.1	18	344	1381	642	296^	721	130^	246^	335^	442	386	490	81v	240^	263^	264^	227^	27v	LT	143^	64v
TARZAN LORD OF JUNGLE																															
SAT.	10.00A	30	CBS CA	12	191	190			A	4.1	17	344	1890	258^	186^	327^															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUG EXC/ENCL/100

1ST MAY 1984 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																															
USFL FOOTBALL-CONT'D																															
		4:00 -	4:30				A	4.5	13	377	1255	392	109A	416	113A	170A	207A	147A	172A	839	257A	504	524	449	282A	LT	LT	LT	LT		
		4:30 -	5:00				A	4.5	12	377	1408	402	92A	423	95A	159A	194A	168A	190A	861	240A	492	552	474	282A	LT	LT	116A	116A		
		5:00 -	5:30				A	4.4	12	369	1398	429	123A	459	141A	185A	176A	130A	214A	769	197A	417	457	404	271A	102A	59v	68v	68v		
		5:30 -	6:00				A	4.1	10	344	1619	579	183A	625	197A	285A	231A	212A	292A	796	221A	485	472	431	281A	72v	38v	126A	126A		
		6:00 -	6:30				A	3.8	9	318	1557	609A	261A	609A	183v	276A	212A	204A	266A	787	240A	506A	453A	336A	281A	95v	LT	66v	66v		



NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,830 17.7					18,100 21.6							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,810 12.9	12.4*					12,650 15.1	13.9*					
	SHARE OF AUDIENCE %					19	19 *					24	21 *					
	AVG. AUD. BY ¼ HR. %	12.4	12.5	13.2	13.4	13.6	14.3	15.0	15.9	16.0	15.7	15.6	15.0					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,270 21.8					17,350 20.7	16,420 19.6			17,180 20.5			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,330 17.1	16.1*					15,340 18.3	17.3			14,080 16.8	16.8*	16.7*
	SHARE OF AUDIENCE %					26	25 *					28	27			28	27 *	28 *
	AVG. AUD. BY ¼ HR. %	15.4	16.8	17.8	18.3	18.3	18.4	17.0	17.6	16.9	16.7	16.9	16.6					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					20,280 24.2					17,260 20.6							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,920 17.8	18.1*					11,900 14.2	14.1*			14.0*	14.2*	14.4*
	SHARE OF AUDIENCE %					27	28 *					23	21 *			22 *	23 *	24 *
	AVG. AUD. BY ¼ HR. %	18.0	18.3	17.8	17.1	14.1	14.2	14.3	13.8	14.2	14.2	14.4	14.3					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,650 15.1					16,340 19.5							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,380 10.0	9.6*					9,550 11.4	11.6*			11.9*	11.4*	10.7*
	SHARE OF AUDIENCE %					16	16 *					18	18 *			18 *	18 *	18 *
	AVG. AUD. BY ¼ HR. %	9.5	9.8	10.3	10.4	11.7	11.5	11.7	12.0	11.9	10.9	10.6	10.8					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,180 21.7					16,420 19.6	15,170 18.1			20,360 24.3			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,820 15.3	14.2*					14,080 16.8	13,660 16.3			16,170 19.3	18.9*	19.6*
	SHARE OF AUDIENCE %					25	24 *					26	25			31	30 *	33 *
	AVG. AUD. BY ¼ HR. %	13.6	14.8	15.9	16.8	16.6	17.0	16.1	16.5	18.3	19.5	19.9	19.4					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,770 22.4					23,460 28.0							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,490 14.9	14.4*					16,420 19.6	19.5*			20.7*	19.4*	18.6*
	SHARE OF AUDIENCE %					24	24 *					31	30 *			31 *	31 *	31 *
	AVG. AUD. BY ¼ HR. %	14.2	14.7	14.9	15.7	19.0	20.0	20.6	20.8	19.9	18.9	18.5	18.8					
TV HOUSEHOLDS USING TV (See Def. 1)																		
WK. 1	58.7	59.9	61.6	62.9	64.5	66.1	67.3	67.5	66.3	66.2	65.3	64.3	63.0	61.7	60.4	57.7		
WK. 2	56.4	57.9	58.6	58.7	58.6	60.5	61.9	63.3	64.4	66.0	66.3	66.6	64.2	62.1	60.6	59.7		

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. APR. 30, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.24, 1984

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,660 16.3		12,990 15.5		16,590 19.8		15,500 18.5		15,670 18.7				
	ABC TV					FOUL UPS, BLEEPS- BLUNDERS (R)		HAPPY DAYS		THREE'S COMPANY (R)		OH MADELINE (R)(SD)		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,230 13.4		11,310 13.5		14,330 17.1		13,580 16.2		11,900 14.2		14.4*	14.1*	
	SHARE OF AUDIENCE %					21		21		26		26		25		24 *	25 *	
	AVG. AUD. BY ¼ HR.					12.7	14.1	13.1	13.8	15.8	18.3	16.1	16.4	14.4	14.4	14.0	14.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,160 15.7				16,510 19.7								
	CBS TV					AMERICAN PARADE (SD)				SPECIAL MOVIE PRSNT-TUE PETER AND PAUL, PT. I(R)								
	AVERAGE AUDIENCE (Households (000) & %)					9,050 10.8	11.1*		10.4*	9,640 11.5	11.6*		11.9*		11.5*		10.9*	
	SHARE OF AUDIENCE %					17	18 *		16 *	19	18 *		19 *		19 *		19 *	
	AVG. AUD. BY ¼ HR.					11.3	11.0	10.4	10.4	11.6	11.6	12.0	11.7	11.8	11.2	11.2	10.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,790 27.2				17,260 20.6				14,580 17.4				
	NBC TV					A TEAM (R)(SD)				RIPTIDE (R)(SD)				REMINGTON STEELE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					17,680 21.1	20.1*		22.1*	12,320 14.7	14.6*		14.8*	11,650 13.9	13.8*		13.9*	
	SHARE OF AUDIENCE %					33	32 *		34 *	23	23 *		23 *	24	23 *		25 *	
	AVG. AUD. BY ¼ HR.					19.1	21.2	22.4	21.9	15.1	14.1	14.6	15.0	13.7	13.9	14.0	13.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,900 14.2		10,810 12.9		17,100 20.4		14,580 17.4		16,090 19.2				
	ABC TV					FOUL UPS, BLEEPS- BLUNDERS (R)		HAPPY DAYS		THREE'S COMPANY (R)		OH MADELINE (R)(SD)		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)					9,800 11.7		9,800 11.7		14,580 17.4		12,820 15.3		11,480 13.7		14.2*	13.2*	
	SHARE OF AUDIENCE %					20		19		27		24		23		23 *	23 *	
	AVG. AUD. BY ¼ HR.					11.7	11.8	11.1	12.3	16.6	18.2	15.4	15.1	14.5	13.8	13.2	13.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,650 13.9				18,690 22.3								
	CBS TV					AMERICAN PARADE (SD)				CBS TUESDAY NIGHT MOVIES ALL NIGHT LONG								
	AVERAGE AUDIENCE (Households (000) & %)					8,210 9.8	10.3*		9.2*	11,060 13.2	13.8*		13.1*		13.5*		12.3*	
	SHARE OF AUDIENCE %					16	18 *		15 *	21	21 *		20 *		22 *		21 *	
	AVG. AUD. BY ¼ HR.					10.3	10.3	9.3	9.2	13.7	13.8	13.0	13.3	13.6	13.4	12.6	12.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,870 26.1				16,930 20.2				14,750 17.6				
	NBC TV					A TEAM (R)(SD)				RIPTIDE (R)				REMINGTON STEELE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					16,010 19.1	17.6*		20.5*	12,320 14.7	14.1*		15.3*	11,650 13.9	14.0*		13.9*	
	SHARE OF AUDIENCE %					31	30 *		33 *	23	21 *		24 *	23	23 *		24 *	
	AVG. AUD. BY ¼ HR.					16.4	18.9	20.4	20.5	14.3	13.8	15.2	15.4	13.9	14.0	14.2	13.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.0	58.0	59.7	61.1	62.2	64.2	65.1	65.8	64.4	65.1	64.0	62.6	59.7	58.4	57.3	54.9
		WK. 2	52.4	53.3	54.7	56.5	57.5	59.8	61.9	63.6	65.0	66.1	64.9	64.9	63.2	61.3	58.7	56.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. MAY 1, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR. 25, 1984

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						18,860 22.5				23,630 28.2				21,370 25.5			
ABC TV						FALL GUY (R)(SD)				DYNASTY (SD)				HOTEL (R)			
AVERAGE AUDIENCE (Households (000) & %)						13,580 16.2	14.6*		17.9*	19,530 23.3	22.2*		24.4*	16,930 20.2	20.2*		20.2*
SHARE OF AUDIENCE %						27	25 *		29 *	37	35 *		39 *	36	35 *		37 *
AVG. AUD. BY ¼ HR.						14.1	15.1	17.2	18.7	21.7	22.8	24.3	24.6	20.6	19.8	20.3	20.0
TOTAL AUDIENCE (Households (000) & %)						11,310 13.5		8,380 10.0		12,740 15.2				SPECIAL MOVIE PRSNT-WED PETER AND PAUL, PT. 2(R)			
CBS TV						ONE DAY AT A TIME (SD)		MAMA MALONE									
AVERAGE AUDIENCE (Households (000) & %)						9,300 11.1		7,040 8.4		7,210 8.6	7.5*		7.9*		9.5*		9.7*
SHARE OF AUDIENCE %						19		14		14	12 *		13 *		16 *		18 *
AVG. AUD. BY ¼ HR.						10.9	11.2	8.6	8.3	7.3	7.6	7.9	8.0	9.3	9.6	9.7	9.7
TOTAL AUDIENCE (Households (000) & %)						14,500 17.3				14,160 16.9		12,070 14.4		13,490 16.1			
NBC TV						REAL PEOPLE (R)(SD)				FACTS OF LIFE (R)		DOUBLE TROUBLE		NBC REPORTS			
AVERAGE AUDIENCE (Households (000) & %)						10,730 12.8	12.2*		13.5*	12,320 14.7		10,980 13.1		9,550 11.4	12.0*		10.8*
SHARE OF AUDIENCE %						21	21 *		22 *	23		21		20	21 *		20 *
AVG. AUD. BY ¼ HR.						11.7	12.6	13.7	13.3	14.4	15.0	13.2	13.0	12.0	12.1	11.1	10.5

TOTAL AUDIENCE (Households (000) & %)						21,290 25.4				25,310 30.2				23,300 27.8			
ABC TV						FALL GUY (SD)				DYNASTY (SD)				HOTEL			
AVERAGE AUDIENCE (Households (000) & %)						14,750 17.6	15.8*		19.3*	21,120 25.2	24.0*		26.3*	18,770 22.4	22.3*		22.4*
SHARE OF AUDIENCE %						30	27 *		32 *	38	37 *		40 *	38	37 *		39 *
AVG. AUD. BY ¼ HR.						15.3	16.4	18.3	20.3	23.2	24.7	26.4	26.3	22.3	22.4	22.5	22.3
TOTAL AUDIENCE (Households (000) & %)						12,320 14.7		17,770 21.2									
CBS TV						ONE DAY AT A TIME				CBS WEDNESDAY NIGHT MOVIE BEING THERE (SD)							
AVERAGE AUDIENCE (Households (000) & %)						10,310 12.3		8,380 10.0	9.6*		10.5*		9.7*		10.3*		9.7*
SHARE OF AUDIENCE %						21		16	16 *		16 *		15 *		17 *		17 *
AVG. AUD. BY ¼ HR.						12.3	12.3	9.5	9.6	10.8	10.2	9.8	9.7	10.4	10.2	10.0	9.5
TOTAL AUDIENCE (Households (000) & %)						14,670 17.5				14,580 17.4		13,580 16.2		14,330 17.1			
NBC TV						REAL PEOPLE (R)(SD)				FACTS OF LIFE		DOUBLE TROUBLE (SD)		ST. ELSEWHERE			
AVERAGE AUDIENCE (Households (000) & %)						10,140 12.1	11.1*		13.1*	12,650 15.1		11,980 14.3		10,480 12.5	12.8*		12.3*
SHARE OF AUDIENCE %						20	19 *		21 *	23		22		21	21 *		21 *
AVG. AUD. BY ¼ HR.						10.6	11.7	12.8	13.5	14.5	15.6	14.2	14.3	12.7	12.8	12.2	12.3

TV HOUSEHOLDS USING TV		WK. 1	53.0	53.6	55.1	57.2	57.3	59.4	60.5	62.4	63.2	64.1	63.7	62.8	59.1	56.9	55.3	53.3
(See Def. 1)		WK. 2	52.9	54.8	56.3	56.9	57.4	58.2	59.7	62.4	64.9	66.3	66.5	66.1	61.5	59.8	58.5	56.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. MAY 2, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.26, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	13,580 16.2																12,150 14.5				19,110 22.8			
	ABC TV																								
	AVERAGE AUDIENCE (Households (000) & %)	9,300 11.1																8,130 9.7				14,410 17.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	18 10.2																15 9.2				30 17.3			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	20,610 24.6																22,370 26.7				13,990 16.7			
	CBS TV																								
	AVERAGE AUDIENCE (Households (000) & %)	15,340 18.3																17,680 21.1				10,060 12.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	30 16.5																33 20.3				21 13.5			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	14,410 17.2																13,580 16.2				16,680 19.9			
	NBC TV																								
	AVERAGE AUDIENCE (Households (000) & %)	12,150 14.5																12,650 15.1				12,150 14.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	24 14.1																24 15.1				26 14.8			

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	<div>21,120 25.2</div> <div>BATTLE-NETWORK STARS (SD)</div> <div>16,930 20.2</div> <div>20/20</div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>10,890 13.0</div> <div>11.4*</div> <div>12.8*</div> <div>13.6*</div> <div>14.3*</div> <div>12,320 14.7</div> <div>15.0*</div> <div>14.4*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>21 11.4</div> <div>19 *</div> <div>21 *</div> <div>21 *</div> <div>22 *</div> <div>24 14.9</div> <div>23 *</div> <div>24 *</div>															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	<div>19,690 23.5</div> <div>MAGNUM, P.I. (SD)</div> <div>24,890 29.7</div> <div>COUNTRY COMES HOME</div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>15,170 18.1</div> <div>17.1*</div> <div>19.0*</div> <div>14,160 16.9</div> <div>16.9*</div> <div>17.8*</div> <div>16.8*</div> <div>15.9*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>30 16.4</div> <div>29 *</div> <div>30 *</div> <div>26 17.2</div> <div>26 *</div> <div>27 *</div> <div>26 *</div> <div>26 *</div>															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	<div>12,070 14.4</div> <div>11,230 13.4</div> <div>13,660 16.3</div> <div>11,060 13.2</div> <div>18,690 22.3</div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>10,220 12.2</div> <div>9,470 11.3</div> <div>11,650 13.9</div> <div>9,550 11.4</div> <div>14,580 17.4</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>21 11.8</div> <div>18 12.5</div> <div>21 11.2</div> <div>17 13.4</div> <div>18 14.5</div> <div>28 15.7</div> <div>25 *</div> <div>30 *</div>															

TV HOUSEHOLDS USING TV WK. 1	51.1	52.8	55.0	57.5	59.7	61.0	62.4	63.7	63.2	63.6	62.9	62.6	60.2	58.1	55.3	52.0
(See Def. 1) WK. 2	51.9	53.3	55.0	56.7	58.1	60.1	61.5	63.3	64.2	65.7	66.4	66.0	64.8	64.1	62.0	59.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. MAY 3, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. APR.27, 1984

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TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						13,410 16.0		15,080 18.0		13,240 15.8				13,660 16.3			
ABC TV						BENSON (R)		WEBSTER (R)(SD)		MASQUERADE (SD)				MATT HOUSTON (R)			
AVERAGE AUDIENCE (Households (000) & %)						11,400 13.6		13,070 15.6		9,550 11.4	11.3*		11.5*	10,730 12.8	12.3*		13.3*
SHARE OF AUDIENCE %						25		27		20	20 *		20 *	24	23 *		25 *
AVG. AUD. BY ¼ HR.						13.2	13.9	15.2	15.9	11.2	11.3	11.5	11.6	11.8	12.8	13.1	13.6
TOTAL AUDIENCE (Households (000) & %)						14,410 17.2				19,270 23.0							
CBS TV						DUKES OF HAZZARD (R)(SD)								SPECIAL MOVIE PRSNT-FRI. BORDERLINE(R)			
AVERAGE AUDIENCE (Households (000) & %)						10,310 12.3	11.9*		12.7*	11,730 14.0	13.8*		14.4*		14.2*		13.6*
SHARE OF AUDIENCE %						22	22 *		22 *	26	25 *		26 *		26 *		26 *
AVG. AUD. BY ¼ HR.						11.6	12.3	12.4	12.9	14.2	13.4	14.1	14.7	14.2	14.1	13.8	13.5
TOTAL AUDIENCE (Households (000) & %)						11,560 13.8				13,320 15.9							
NBC TV						MASTER (R)(SD)								SUPER NIGHT-ROCK-N-ROLL (R)			
AVERAGE AUDIENCE (Households (000) & %)						8,380 10.0	9.9*		10.1*	7,460 8.9	9.4*		9.4*		8.9*		8.0*
SHARE OF AUDIENCE %						18	18 *		18 *	16	17 *		17 *		16 *		15 *
AVG. AUD. BY ¼ HR.						9.9	9.9	10.1	10.1	9.1	9.7	9.7	9.2	9.1	8.8	8.2	7.7

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TOTAL AUDIENCE (Households (000) & %)						12,990 15.5		14,580 17.4		11,980 14.3				12,650 15.1			
ABC TV						BENSON		WEBSTER (SD)		BLUE THUNDER (R)(SD)				MATT HOUSTON			
AVERAGE AUDIENCE (Households (000) & %)						11,230 13.4		12,910 15.4		8,300 9.9	9.7*		10.1*	9,470 11.3	11.1*		11.4*
SHARE OF AUDIENCE %						25		28		17	17 *		17 *	20	19 *		20 *
AVG. AUD. BY ¼ HR.						12.9	14.0	14.9	16.0	9.9	9.5	9.8	10.3	11.2	11.1	11.2	11.7
TOTAL AUDIENCE (Households (000) & %)						13,070 15.6				23,460 28.0				21,620 25.8			
CBS TV						DUKES OF HAZZARD (R)(SD)				DALLAS				FALCON CREST			
AVERAGE AUDIENCE (Households (000) & %)						9,890 11.8	11.2*		12.4*	19,940 23.8	23.0*		24.6*	18,440 22.0	21.5*		22.5*
SHARE OF AUDIENCE %						22	21 *		22 *	40	40 *		41 *	38	37 *		40 *
AVG. AUD. BY ¼ HR.						11.2	11.3	11.7	13.1	22.2	23.8	24.5	24.7	21.3	21.6	22.4	22.7
TOTAL AUDIENCE (Households (000) & %)						11,150 13.3				11,480 13.7							
NBC TV						MASTER (SD)								MOVIE OF THE WEEK-FRIDAY KNIGHT RIDER (R)(SD)			
AVERAGE AUDIENCE (Households (000) & %)						7,960 9.5	9.8*		9.3*	6,450 7.7	7.0*		7.6*		8.1*		8.1*
SHARE OF AUDIENCE %						17	19 *		17 *	13	12 *		13 *		14 *		14 *
AVG. AUD. BY ¼ HR.						9.7	9.8	9.6	9.0	6.9	7.1	7.5	7.7	8.1	8.1	8.2	8.0

TV HOUSEHOLDS USING TV	WK. 1	47.4	49.8	51.6	52.8	53.2	54.2	56.6	57.9	56.3	56.0	56.7	56.0	54.4	54.3	53.1	52.1
(See Def. 1)	WK. 2	48.3	49.2	50.4	51.9	52.4	53.5	54.8	56.4	57.3	58.7	59.9	60.3	58.4	57.6	57.2	56.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. MAY 4, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.28, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,010 19.1				16,760 20.0				14,920 17.8				
	ABC TV					T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,820 14.1	12.7*			12,820 15.3	14.6*			11,230 13.4	14.0*		12.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 12.0	24* 13.5	15.0	15.8	28 14.3	27* 15.0	16.0	16.1	29* 16.1	26 14.4	27* 13.6	12.7	13.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,880 10.6				18,860 22.5								
	CBS TV					WHIZ KIDS (SD)				CBS SATURDAY NIGHT MOVIE TOM HORN(R)								
	AVERAGE AUDIENCE (Households (000) & %)					5,530 6.6	6.1*		7.0*	11,560 13.8	12.5*		13.5*		14.4*		14.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12 6.3	12* 5.9		13* 7.4	26 12.1	23* 13.0	13.5	13.5		28* 14.4	29* 15.1	14.6	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,320 14.7		11,480 13.7		10,640 12.7		10,480 12.5		9,300 11.1				
	NBC TV					DIFF'RENT STROKES-SAT. (R)		JENNIFER SLEPT HERE (SD)		PEOPLE ARE FUNNY		MAMA'S FAMILY (R)(SD)		YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)					10,310 12.3		10,220 12.2		9,050 10.8		8,970 10.7		7,120 8.5	8.4*		8.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 11.5	23 13.0	22 12.2	23 12.2	20 10.8	19 10.9	19 10.8	16 10.6	16 8.3	16* 8.4	17* 8.6	17* 8.6	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,490 16.1				21,540 25.7								
	ABC TV					T.J. HOOKER (SD)				LOVE BOAT (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					9,390 11.2	9.8*		12.6*	13,320 15.9	15.0*		16.8*		16.4*		15.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.5	20* 10.2	12.1	24* 13.1	29 14.3	27* 15.7	16.6	29* 16.9	16.7	30* 16.2	15.8	29* 14.9	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					9,220 11.0		19,110 22.8										
	CBS TV					BUGS BUNNY'S BUSTIN OUT (R)				CBS SATURDAY NIGHT MOVIE WIZ(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					7,540 9.0		8,880 10.6	9.8*		10.3*		10.3*		11.4*		11.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.1	8.9	20 9.8	19* 9.8	10.4	19* 10.2	10.3	18* 10.4	11.3	21* 11.5	11.2	21* 11.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,730 12.8		9,800 11.7		10,560 12.6		10,220 12.2		11,480 13.7				
	NBC TV					DIFF'RENT STROKES-SAT.		JENNIFER SLEPT HERE (SD)		PEOPLE ARE FUNNY		MAMA'S FAMILY (R)		YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)					8,970 10.7		8,040 9.6		8,630 10.3		8,880 10.6		8,210 9.8	9.4*		10.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.1	11.4	19 9.3	19 9.8	19 9.7	18 10.9	18 10.2	18 10.9	18 9.3	17* 9.6	19* 9.8	19* 10.3	
TV HOUSEHOLDS USING TV		WK. 1	44.8	46.5	47.4	48.6	51.0	53.1	53.9	54.5	54.6	55.2	56.0	55.5	52.6	51.9	51.2	50.7
(See Def. 1)		WK. 2	43.0	44.3	45.6	46.0	47.2	49.2	50.8	52.2	53.8	55.9	57.0	57.6	55.7	54.1	53.5	52.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAY 5, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.28, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.2															
	ABC TV		ABC WEEKEND REPORT- SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 4.0															
	TOTAL AUDIENCE (Households (000) & %)	{																
W E E K 1	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
W E E K 1	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
W E E K 2	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
W E E K 2	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.5	43.1	38.6	35.9	32.5	29.6	26.6	25.0	21.5	18.8	16.4	15.0	13.0	11.4	10.2	9.6
		WK. 2	49.3	46.1	41.0	37.0	33.2	30.7	28.3	26.3	23.6	21.4	19.1	16.9	15.0	13.1	11.3	9.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAY 5, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.29, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,820 14.1				15,080 18.0				27,650 33.0							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE CHAPTER TWO (9:00-11:30PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,040 9.6	8.4*		10.7*	11,310 13.5	12.5*		14.6*	15,920 19.0	17.3*		19.4*		19.6*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	19 7.8	17* 9.0	10.2	20* 11.2	22 11.8	22* 13.2	14.2	23* 14.9	31 16.5	26* 18.0	19.3	29* 19.5	19.7	32* 19.6	19.4	33* 19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	20,030 23.9				11,900 14.2		10,980 13.1		16,760 20.0		17,680 21.1		19,020 22.7			
	CBS TV		60 MINUTES				AFTERMASH (R)		FOUR SEASONS (SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	15,500 18.5	17.4*		19.5*	10,220 12.2		9,390 11.2		14,500 17.3		15,340 18.3		14,830 17.7		17.7*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	36 16.7	36* 18.1	19.5	37* 19.6	21 12.1		18 11.0	11.4	26 15.7	18.8	28 18.1	18.6	30 17.6	29* 17.9	30* 17.8	30* 17.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,610 6.7				14,080 16.8				19,270 23.0							
	NBC TV		FATHER MURPHY (R)				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE SPECIAL BULLETIN(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,110 4.9	4.6*		5.2*	10,140 12.1	10.6*		13.5*	8,550 10.2	12.1*		9.8*		9.4*		9.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	10 4.5	9* 4.7	4.8	10* 5.5	20 10.0	18* 11.3	13.1	22* 14.0	16 13.6	18* 10.7	9.9	15* 9.8	9.8	15* 9.0	9.1	16* 9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,730 14.0				29,160 34.8											
	ABC TV		RIPLEY'S BELIEVE IT-NOT				LAST DAYS OF POMPEII PT.1 (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	8,040 9.6	8.4*		10.8*	16,420 19.6	16.6*		19.4*		19.5*		19.8*		21.7*		20.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	18 7.7	16* 9.0	10.2	19* 11.4	31 16.1	27* 17.1	18.9	30* 20.0	29* 19.4	29* 19.7	29* 19.3	29* 20.2	21.8	34* 21.7	20.9	34* 19.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	21,700 25.9				12,740 15.2		11,730 14.0		13,910 16.6		14,080 16.8		17,430 20.8			
	CBS TV		60 MINUTES				AFTERMASH (R)		FOUR SEASONS (SD)		JEFFERSONS		ALICE (R)		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	16,010 19.1	18.5*		19.7*	10,560 12.6		9,890 11.8		12,400 14.8		12,650 15.1		13,740 16.4		16.1*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	35 17.7	35* 19.3	20.1	35* 19.3	21 12.4		19 11.7	12.0	22 14.1	22 15.5	22 14.8	22 15.5	27 15.9	26* 16.3	26* 16.5	28* 16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,300 9.9				26,480 31.6								15,340 18.3			
	NBC TV		ANIMALS-FUNNIEST PEOPLE (R)				NBC SUNDAY NIGHT MOVIE V: THE FINAL BATTLE, PART 1 (SD)								YOU ARE THE JURY			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,700 6.8	6.1*		7.4*	17,350 20.7	18.0*		20.2*		22.0*		22.5*	12,400 14.8	15.3*		14.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	13 6.0	12* 6.3	7.0	13* 7.7	32 17.0	30* 18.9	19.7	32* 20.7	32* 22.0	32* 22.0	33* 22.9	33* 22.2	24 15.9	24* 14.8	24* 14.2	24* 14.5
TV HOUSEHOLDS USING TV		WK. 1	47.7	49.8	52.0	54.7	56.5	58.9	61.1	64.0	65.7	66.7	67.0	65.2	62.6	60.6	58.7	57.6
(See Def. 1)		WK. 2	51.8	53.7	55.0	57.2	59.4	61.8	62.9	64.6	67.2	68.6	68.3	67.4	63.6	62.4	61.2	59.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. MAY 6, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.29, 1984

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,020 4.8													
	ABC TV				ABC SUNDAY NIGHT MOVIE CHAPTER TWO (9:00-11:30PM)				ABC WEEKEND REPORT- SUN.									
	AVERAGE AUDIENCE (Households (000) & %)	{			3,850 4.6													
	SHARE OF AUDIENCE %	%		19.2*	13													
	AVG. AUD. BY ¼ HR.	%	19.2	19.2	5.3	4.6												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,530 6.6															
	CBS TV				CBS SUNDAY NEWS- 050000													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,110 6.1															
	SHARE OF AUDIENCE %	%	11															
	AVG. AUD. BY ¼ HR.	%	6.1															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{			2,350 2.8													
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			1,090 1.3	1.8*		1.3*		1.1*		1.0*						
	SHARE OF AUDIENCE %	%			5	5*		5*		5*		6*						
	AVG. AUD. BY ¼ HR.	%			1.8	1.7	1.3	1.3	1.1	1.1	1.0	1.0						
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	3,690 4.4															
	ABC TV				ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690 4.4															
	SHARE OF AUDIENCE %	%	9															
	AVG. AUD. BY ¼ HR.	%	4.4															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,940 5.9															
	CBS TV				CBS SUNDAY NEWS- 050000													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,780 5.7															
	SHARE OF AUDIENCE %	%	11															
	AVG. AUD. BY ¼ HR.	%	5.7															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{			2,680 3.2													
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			1,420 1.7	2.0*		1.7*		1.7*		1.6*						
	SHARE OF AUDIENCE %	%			7	6*		6*		8*		9*						
	AVG. AUD. BY ¼ HR.	%			2.1	1.9	1.8	1.7	1.7	1.6	1.6	1.5	1.0					

TV HOUSEHOLDS USING TV	WK. 1	54.7	49.9	42.0	35.0	30.2	26.2	22.4	19.4	17.0	14.7	12.8	11.3	9.8	8.5	7.4	6.7
(See Def. 1)	WK. 2	51.1	45.0	37.1	32.2	27.8	25.1	22.4	20.8	18.4	15.5	13.2	11.2	9.6	8.5	7.4	6.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. MAY 6, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 23-27, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)				5,780 6.9				6,120 7.3									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,690 5.6				5,030 6.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 5.5	5.6			26 5.9	6.0								
W E K 2	TOTAL AUDIENCE (Households (000) & %)				3,270 3.9				3,350 4.0				5,110 6.1		4,690 5.6			
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)				2,770 3.3				2,680 3.2				4,440 5.3		3,940 4.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				15 3.3	3.2			14 3.2	3.2			22 5.0	5.5	20 4.6	4.7		
W E K 3	TOTAL AUDIENCE (Households (000) & %)				4,020 4.8				4,530 5.4				4,440 5.3		4,690 5.6			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)				3,270 3.9				3,690 4.4				3,850 4.6		4,020 4.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				18 3.8	3.9			19 4.5	4.3			19 4.3	4.9	20 4.7	4.9		
W E K 4	TOTAL AUDIENCE (Households (000) & %)				5,200 6.2				5,360 6.4									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,190 5.0				4,440 5.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				25 4.9	5.2			25 5.3	5.3								
W E K 5	TOTAL AUDIENCE (Households (000) & %)				3,350 4.0				3,440 4.1				4,940 5.9		4,360 5.2			
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)				2,770 3.3				2,770 3.3				4,190 5.0		3,690 4.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				17 3.2	3.4			16 3.1	3.4			23 4.8	5.2	20 4.4	4.5		
W E K 6	TOTAL AUDIENCE (Households (000) & %)				4,020 4.8				4,110 4.9				3,350 4.0		4,190 5.0			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)				3,270 3.9				3,350 4.0				2,770 3.3		3,520 4.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				20 3.9	3.8			19 4.1	3.9			15 3.1	3.5	19 4.0	4.4		
TV HOUSEHOLDS USING TV WK. 1			14.9	16.5	17.9	19.8	21.7	23.0	23.3	23.1	23.5	23.9	23.6	24.0	23.9	24.3	23.8	23.6
(See Def. 1) WK. 2			12.4	14.5	16.1	17.6	18.9	20.3	20.6	20.9	21.5	22.1	21.7	21.5	21.4	21.9	22.1	22.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 30-MAY 4, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.23-27, 1984

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,770 4.5		3,690 4.4		4,270 5.1		4,530 5.4		8,630 10.3				7,370 8.8			
	ABC TV		BENSON DAYTIME		LOVING (SUS-OP)		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		3,180 3.8		3,520 4.2		3,770 4.5		6,450 7.7				5,610 6.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 3.6	4.0	15 3.8	3.9	16 4.0	4.5	17 4.4	4.6	26 7.2	7.4* 7.7	25* 8.0	26* 7.8	24 6.6	23* 6.7	25* 6.8	25* 6.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,290 7.5		8,880 10.6				8,720 10.4				7,710 9.2				5,450 6.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,280 6.3		7,540 9.0				6,450 7.7	7.7*			6,120 7.3				5,030 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.0	6.7	37 8.6	9.3			29 7.6	29* 7.8		28* 7.9	25 7.3	24* 7.3		26* 7.3	22 5.9	22 6.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,210 8.6		4,690 5.6		2,930 3.5		3,100 3.7		7,790 9.3				6,120 7.3			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,200 7.4		4,020 4.8		2,510 3.0		2,600 3.1		6,290 7.5				4,690 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.3	7.4	20 4.8	4.9	11 3.0	2.9	12 3.0	3.3	25 7.0	7.2* 7.5	24* 7.8	26* 7.8	20 5.8	20* 5.7	20* 5.6	20* 5.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,350 4.0		3,440 4.1		4,110 4.9		4,020 4.8		8,630 10.3				8,300 9.9			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,850 3.4		2,930 3.5		3,350 4.0		3,440 4.1		6,540 7.8				6,370 7.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 3.2	3.5	15 3.5	3.6	16 3.9	4.3	16 3.8	4.4	27 6.8	7.3* 7.8	26* 8.3	28* 8.3	27 7.4	27* 7.5	29* 7.7	29* 7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,120 7.3		8,300 9.9				8,380 10.0				7,370 8.8				5,360 6.4	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,280 6.3		7,040 8.4				6,290 7.5	7.4*			5,950 7.1				4,940 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 6.0	6.6	37 8.2	8.7			29 7.4	30* 7.5		28* 7.5	25 6.9	24* 7.0		26* 7.1	22 5.8	22 5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,620 7.9		4,190 5.0		2,770 3.3		3,180 3.8		7,370 8.8				5,700 6.8			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,610 6.7		3,690 4.4		2,260 2.7		2,600 3.1		5,870 7.0				4,440 5.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 6.7	6.7	19 4.4	4.4	11 2.7	2.8	12 3.1	3.2	24 6.5	6.7* 6.9	23* 7.3	25* 7.3	19 5.5	19* 5.2	19* 5.3	19* 5.0
TV HOUSEHOLDS USING TV		WK. 1	23.9	24.6	24.5	25.4	26.8	27.5	26.9	27.8	29.1	30.0	29.9	29.5	28.2	28.5	27.8	28.4
(See Def. 1)		WK. 2	22.2	22.7	22.7	23.5	24.9	25.7	25.6	26.4	27.6	28.7	28.9	28.9	27.8	27.9	27.4	28.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR.30-MAY 4, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.23-27, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,880 10.6						2,850 3.4							10,390 12.4
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT				(S) (OP)				ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1	8.0*		8.3*			2,430 2.9						8,720 10.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 7.8	27 *	8.3	26 *	8.3	3.1	9 2.9						20 10.4	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,130 9.7						3,600 4.3						11,900 14.2	
	CBS TV		GUIDING LIGHT (SD)				TATTLETALES				(S) (OP)				CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.8	7.7*		8.0*			3,100 3.7						10,140 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 7.5	26 *	8.0	25 *	7.9	3.6	11 3.7						23 12.1	12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,860 5.8												9,970 11.9	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0	3.7*		4.3*									8,550 10.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.5	13 *	4.2	14 *	4.4								20 9.9	10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,300 11.1						2,850 3.4						9,720 11.6	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,210 8.6	8.5*		8.7*			2,430 2.9						8,380 10.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 8.4	29 *	8.7	28 *	8.7	3.0	9 2.9						20 10.0	10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3						2,930 3.5						11,650 13.9	
	CBS TV		GUIDING LIGHT (SD)				TATTLETALES								CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,370 7.6	7.4*		7.8*			2,430 2.9						10,140 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 7.2	26 *	7.9	25 *	7.7	2.9	9 3.0						24 12.0	12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,690 5.6												9,640 11.5	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,270 3.9	3.7*		4.1*									8,380 10.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.5	13 *	4.0	13 *	4.1								20 9.7	10.3
TV HOUSEHOLDS USING TV WK. 1			30.1	31.2	32.0	32.9	32.2	33.7	34.7	35.8	37.4	39.6	41.0	43.6	46.9	49.5
(See Def. 1) WK. 2			29.3	30.4	31.3	32.3	31.3	32.5	33.3	34.6	36.1	38.4	40.1	42.6	45.8	48.3
															50.7	52.0
															49.9	51.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR.30-MAY 4, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 28, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)						3,350 4.0 MONCHHICHIS (SD)		4,020 4.8 RASCALS/RICHIE RICH		4,940 5.9 NEW SCOOPY & SCRAPPY DOO		4,270 5.1 PAC-MAN		3,770 4.5 RUBIK, THE AMAZING CUBE (SD)		3,940 4.7 LITTLES		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						2,510 3.0		3,350 4.0		3,850 4.6		3,440 4.1		3,180 3.8		3,180 3.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 2.6		20 3.4		20 4.4		16 4.9		15 4.4		15 3.8		15 3.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		2,010 2.4		CAPTAIN KANGAROO-SAT		3,180 3.8		5,030 6.0		SATURDAY SUPERCAR		5,360 6.4		4,940 5.9		5,450 6.5		
	CBS TV						CHARLIE BROWN/SNOOPY SHOW (SD)						DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I		
	AVERAGE AUDIENCE (Households (000) & %)		1,170 1.4		1.2*		2,350 2.8		2,850 3.4		3.0*		4,440 5.3		4,020 4.8		4,190 5.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13 .9		13 * 1.5		17 2.7		16 3.0		15 * 3.1		17 * 3.8		18 4.7		19 4.8		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						3,520 4.2 FLINTSTONE FUNNIES (SD)		5,450 6.5 SHIRT TALES (SD)		6,960 8.3 SMURFS I		7,370 8.8 SMURFS II		7,960 9.5 SMURFS III (SD)		6,540 7.8 ALVIN AND THE CHIPMUNKS (SD)		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						2,850 3.4		4,190 5.0		5,700 6.8		6,200 7.4		6,790 8.1		5,780 6.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 3.0		25 4.5		30 6.6		30 7.3		31 8.4		27 7.1		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						2,680 3.2 MONCHHICHIS (SD)		3,440 4.1 RASCALS/RICHIE RICH		4,360 5.2 NEW SCOOPY & SCRAPPY DOO		4,020 4.8 PAC-MAN		4,440 5.3 RUBIK, THE AMAZING CUBE (SD)		4,270 5.1 LITTLES		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						2,100 2.5		2,770 3.3		3,600 4.3		3,520 4.2		3,850 4.6		3,440 4.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 2.2		20 3.0		22 4.0		19 4.1		20 4.5		17 4.3		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		1,680 2.0		CAPTAIN KANGAROO-SAT		2,850 3.4		4,860 5.8		SATURDAY SUPERCAR		5,280 6.3		3,440 4.1		3,770 4.5		
	CBS TV						CHARLIE BROWN/SNOOPY SHOW (SD)						DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I		
	AVERAGE AUDIENCE (Households (000) & %)		840 1.0		.7*		1,930 2.3		3,020 3.6		3.4*		4,020 4.8		2,850 3.4		2,930 3.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 .7		11 * .8		19 2.0		20 3.3		21 * 3.5		19 * 3.6		15 3.5		15 3.4		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						2,600 3.1 FLINTSTONE FUNNIES (SD)		4,020 4.8 SHIRT TALES (SD)		5,110 6.1 SMURFS I		6,450 7.7 SMURFS II		6,790 8.1 SMURFS III (SD)		7,210 8.6 ALVIN AND THE CHIPMUNKS (SD)		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						2,010 2.4		3,180 3.8		4,270 5.1		5,610 6.7		5,780 6.9		6,200 7.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 2.1		24 3.6		26 4.6		30 6.6		31 7.0		31 7.2		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.4	11.2	12.6	14.1	16.1	17.7	19.7	21.5	23.6	24.6	25.9	25.8	26.2	25.7	25.1	26.2	
		WK. 2	6.6	7.4	8.3	10.3	12.8	14.9	16.4	18.0	19.1	20.8	22.7	23.2	22.9	23.3	24.3	24.8	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAY 5, 1984

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 28, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR.  
%

3,520 4.2		3,770 4.5		2,930 3.5		4,440 5.3										
PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS MAY DAY, PT.1		AMERICAN BANDSTAND										
3,020 3.6		3,100 3.7		2,260 2.7		2,430 2.9		2.7*		3.1*						
14		15		11		11		11*		12*						
3.6	3.5	3.7	3.7	2.6	2.9	2.4	2.9	3.2	2.9							

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR.  
%

6,120 7.3		5,360 6.4		3,100 3.7		3,180 3.8		3,350 4.0		5,530 6.6						
BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		UAL TOURN OF CHAMP TENNIS (1:30-3:30PM)						
4,860 5.8		4,360 5.2		2,260 2.7		2,510 3.0		2,680 3.2		1,680 2.0		2.7*		2.3*		1.8*
23		20		11		12		12		7		10*		8*		6*
5.5	6.2	5.2	5.1	2.7	2.7	2.9	3.2	3.1	3.3	3.0		2.4		2.0	1.9	1.7

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR.  
%

4,530 5.4		3,770 4.5		4,440 5.3		3,180 3.8		3,690 4.4	11,820 14.1							
MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR(B)		(1) (-OP)		NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS MONTREAL ATLANTA VS HOUSTON MULTI-SEGMENT TELECAST(OP)						
3,940 4.7		3,180 3.8		3,770 4.5		2,430 2.9		3,520 4.2	5,530 6.6							
18		15		18		11		16	24							
4.8	4.5	3.6	4.1	4.7	4.2	2.9	2.9	4.2	4.2	5.3		5.6*		6.9*		7.1*
												21*		25*		25*
												6.0	6.7	7.0	7.2	7.1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR.  
%

4,610 5.5		4,610 5.5		4,020 4.8		4,860 5.8										
PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS MAY DAY, PT.2		AMERICAN BANDSTAND										
3,440 4.1		3,600 4.3		3,100 3.7		2,600 3.1		3.0*		3.2*						
17		17		14		12		11*		12*						
4.2	4.1	4.3	4.3	3.6	3.8	3.1	2.9	3.4	3.1							

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR.  
%

5,610 6.7		5,200 6.2		3,350 4.0		3,770 4.5		3,600 4.3		2,260 2.7		8,970 10.7				
BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.		NBA PLAYOFF GAME SAT. MILWAUKEE BUCKS VS N.Y. NETS (2:00-4:30PM)				
4,530 5.4		4,110 4.9		2,680 3.2		3,020 3.6		2,770 3.3		1,760 2.1		3,440 4.1		3.5*		3.6*
22		19		12		14		12		8		14		13*		13*
5.0	5.7	4.9	4.9	3.3	3.1	3.6	3.5	3.2	3.3	2.2	2.0	3.6		3.5	3.6	3.6

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
%

AVG. AUD. BY ¼ HR.  
%

6,030 7.2		5,200 6.2		5,030 6.0		3,350 4.0		4,110 4.9	12,910 15.4							
MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR(B)		(2) (-OP)		NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS PITTSBURGH CHICAGO WHITE SOX VS BOSTON MULTI-SEGMENT TELECAST(OP)						
5,110 6.1		4,270 5.1		4,190 5.0		2,850 3.4		3,850 4.6	5,450 6.5							
25		20		19		13		17	23							
6.2	6.0	4.8	5.5	5.2	4.8	3.3	3.6	4.6	5.0	5.9		6.3*		6.8*		6.5*
												23*		25*		24*
												6.7	7.1	6.5	6.5	6.7

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

25.5	25.8	25.5	25.0	24.0	24.8	25.1	26.8	27.3	26.9	26.3	26.7	27.6	27.6	28.4	28.5	28.8
25.0	24.7	24.8	26.0	26.1	26.5	26.3	27.1	27.4	27.2	27.0	27.6	27.9	27.9	28.5	28.5	28.1

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:16PM)

For explanation of symbols, See page A.

DAY SAT. MAY 5, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 28, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							3,440 4.1		10,060 12.0							
	ABC TV							SPORTSBEAT					ABC WIDE WORLD-SPORTS SAT				
	AVERAGE AUDIENCE (Households (000) & %)							2,430 2.9		4,270 5.1		5.4*		5.1*			4.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							9 2.9	2.8	13 5.3		15* 5.5		14* 5.1		5.0	12* 4.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			10,140 12.1													7,880 9.4
	CBS TV			UAL TOURN OF CHAMP TENNIS (1:30-3:30PM)													CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)			4,020 4.8													6,790 8.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			1.4* 5*		3.4* 12*		4.6* 15*		5.2* 17*		5.3* 16*		5.7* 16*			8.2 8.1
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					8,210 9.8											8,210 9.8
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)					3,520 4.2											7,290 8.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			7.5* 26*		6.7* 23*		3.7* 12*		4.2* 13*		4.3* 13*		4.4* 12*			8.5 8.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	2,430 2.9		12,490 14.9				18,350 21.9									
	ABC TV			SPORTSBEAT													
	AVERAGE AUDIENCE (Households (000) & %)	1,840 2.2		4,530 5.4				10,730 12.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	2.2		2.1		3.5		8.7		10.5		12.1		14.2		16.9	15.0
WEEK 5	TOTAL AUDIENCE (Households (000) & %)							5,450 6.5									7,710 9.2
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)							2,600 3.1									6,290 7.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.1		4.3* 15*		4.6* 16*		4.6* 15*		2.7* 8*		3.1* 9*		3.3* 9*			7.3 7.8
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					5,280 6.3											7,790 9.3
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)					2,260 2.7											6,540 7.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.7		6.6* 24*		6.3* 22*		2.4* 7*		2.7* 8*		3.1* 8*		3.1* 8*			7.5 8.0
TV HOUSEHOLDS USING TV WK. 1		29.1	29.2	30.1	30.0	30.7	31.7	32.2	32.2	34.5	36.5	37.1	38.2	40.3	42.3	43.4	44.3
(See Def. 1) WK. 2		27.6	27.7	28.3	28.9	29.7	30.2	31.8	33.2	36.0	37.2	39.2	40.4	40.4	41.6	42.1	42.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAY 5, 1984



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 29, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	4.8	5.3	5.9	6.7	7.5	9.5	11.2	13.0	15.5	17.5	18.2	19.1	20.4	21.9	22.2	23.2
(See Def. 1)	WK. 2	5.9	7.1	7.6	8.9	11.3	13.0	14.3	15.9	18.3	20.8	21.9	23.5	23.8	25.0	24.9	25.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 6, 1984

DAY SUN. MAY 6, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 29, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %USFL FOOTBALL  
MICHIGAN VS NEW JERSEY  
BIRMINGHAM VS DEVNER  
(2:30-5:56PM)6,540  
7.8  
ABC WRLD NEWS  
TONIGHT-SUN

5,360

6.4  
15  
6.5 6.4TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %(1) 12,070  
14.4NBA PLAYOFF GAME-2  
N.J. NETS VS MILWAUKEE BUCKS  
(3:30-6:15PM)6,620  
7.9  
CBS  
EVENING NEWS-  
DEAN

6,290

7.5  
17  
7.5TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

SPORTSWORLD

LEGENDS OF GOLF-SUN  
(4:00-5:49PM)7,790  
9.3  
NBC NIGHTLY NEWS-  
SUN

6,620

7.9  
18  
7.7 8.2TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %USFL FOOTBALL  
VARIOUS TEAMS AND TIMES-  
(-OP)5,030  
6.0  
ABC WRLD NEWS  
TONIGHT-SUN  
(OP)

3,940

4.7  
10  
4.3 5.0TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %(2) 14,410  
17.2NBA PLAYOFF GAME 2-SUN  
UTAH VS PHOENIX  
L.A. LAKERS VS DALLAS  
MULTI-SEGMENT TELECAST (OP)4,530  
5.4  
CBS EVENING NEWS-  
DEAN(B)  
(OP)

3,440

4.1  
9  
4.1 4.1TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TOURN. OF CHAMPIONS-SU  
(2:30-4:30PM)

SPORTSWORLD

7,790  
9.3  
NBC NIGHTLY NEWS-  
SUN

7,040

8.4  
17  
8.4 8.4

TV HOUSEHOLDS USING TV	WK. 1	34.8	34.1	35.1	34.9	34.7	34.9	35.4	36.4	37.3	38.7	39.2	40.7	42.9	44.4	45.3	46.3
(See Def. 1)	WK. 2	33.5	34.6	35.3	35.2	34.2	34.7	35.9	37.0	38.4	40.1	40.9	42.1	45.1	46.4	47.5	49.3

U.S. TV Households: 83,800,000

(1) NBA PLAYOFF GAME-1, N.Y. KNICKS VS BOSTON CELTICS, CBS, (1:30-3:30PM)

A-37 (2) NBA PLAYOFF GAME-1, BOSTON CELTICS VS N.Y. KNICKS, CBS, (1:00-3:41PM)

For explanation of symbols, See page A.

DAY SUN. MAY 6, 1984



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								9,130	10.9	9,130	10.9	17	10.9	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	16,760	20.0	16,760	20.0	32	20.0		16,340	19.5	16,340	19.5	31	19.5	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.45PM	8.30	12,910	15.4	12,910	15.4	27	15.4								
	2	8.41- 8.42PM	8.30								12,570	15.0	12,570	15.0	27	15.0	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	13,660	16.3	12,740	15.2	28	15.2								
	2	8.58- 8.59PM	8.45								11,310	13.5	11,310	13.5	26	13.5	
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	12,570	15.0	12,570	15.0	27	15.0								
	2	10.02-10.04PM	10.00								14,330	17.1	14,160	16.9	30	16.9	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	6,960	8.3	6,960	8.3	15	8.3								
	2	9.14- 9.15PM	9.00								7,790	9.3	7,790	9.3	17	9.3	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,550	10.2	8,550	10.2	19	10.2		6,790	8.1	6,790	8.1	16	8.1	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,790	8.1	6,790	8.1	15	8.1								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.31- 8.33PM	8.30	11,980	14.3	11,820	14.1	23	14.1								
	2	8.59- 9.00PM	8.45								16,090	19.2	16,090	19.2	30	19.2	
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	16,090	19.2	16,090	19.2	29	19.2								
	2	9.58- 9.59PM	9.45								17,680	21.1	17,680	21.1	31	21.1	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	9,300	11.1	9,300	11.1	17	11.1		9,720	11.6	9,720	11.6	18	11.6	
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	10,560	12.6	10,560	12.6	20	12.6								
	2	9.07- 9.08PM	9.00								16,260	19.4	16,260	19.4	29	19.4	
NBC NBC NEWS DIGEST-2-SUN.	2	9.58- 9.59PM	9.45								13,910	16.6	13,910	16.6	25	16.6	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	9.45	13,240	15.8	12,570	15.0	25	15.7	M-F	12,650	15.1	12,650	15.1	23	15.9	
			10.00						15.6	MON.						12.0	
ABC ABC NEWS:NIGHTLINE		>	11.30	6,790	8.1	5,110	6.1	18	7.0	M-F	6,450	7.7	5,110	6.1	16	6.8	
			11.45						5.4	M-F						5.3	
			12.00						4.4	TH&F						4.7	
ABC EYE ON HOLLYWOOD		>	12.00	2,350	2.8	1,760	2.1	8	2.4	M-F	2,100	2.5	1,680	2.0	7	2.1	
			12.15						1.9	M-F						1.9	
			12.30						1.9	MTUTHF						1.4	
CBS NEWSBREAK-M-F	1	>	8.15	10,810	12.9	10,810	12.9	21	9.5	M-F	10,890	13.0	10,890	13.0	21	13.8	
	2	>	8.45						13.8	MTUTHF						9.7	
			9.00														
CBS LAROCHE FOR PRESIDENT(S)	1	11.30-12.00MD	11.30	6,370	7.6	4,860	5.8	15	6.6	FRI.							
			11.45						5.0	FRI.							
CBS LATE MOVIE I		>	11.30	6,700	8.0	4,360	5.2	18	6.0	M-F	6,960	8.3	4,530	5.4	17	6.0	
CONT'D																	

DAY	WK	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE	%	
NETWORK/PROGRAM	#																			
EVERNING MONDAY-FRIDAY-CONT'D																				
CBS LATE MOVIE I-CONT'D			11.45					5.9*	18*	5.9	M-TH					5.8*	15*	5.5	M-F	
			12.00							5.2	M-F							5.3	M-F	
			12.15					5.1*	19*	5.0	M-F					5.2*	18*	5.1	M-F	
			12.30							4.9	M-F					4.9*	21*	5.0	M-F	
			12.45					4.4*	20*	3.3	M-F									
			1.00					3.4*	17*	3.4	FRI.									
		VARIOUS TIMES	(SUS)																	
CBS LATE MOVIE II		>	12.30	3,940	4.7	3,100	3.7	21	4.1	M-F	4,110	4.9	2,930	3.5	19	4.0	M-F			
			12.45				4.0*	21*	3.9	M-TH				3.7*	17*	3.6	M-F			
			1.00						3.7	M-F						3.4	M-F			
			1.15				3.6*	22*	3.5	M-F				3.4*	20*	3.3	M-F			
			1.30						3.1	FRI.										
			1.45				3.0*	19*	3.0	FRI.										
		VARIOUS TIMES	(SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,420	1.7	1,090	1.3	15	1.5	M-THSU	1,340	1.6	1,170	1.4	15	1.4	M-THSU			
			2.15						1.2	M-THSU						1.3	M-THSU			
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,260	2.7	920	1.1	21		M-THSU	2,350	2.8	1,090	1.3	24		M-THSU			
			2.45				1.4*	20*	1.5	M-THSU				1.6*	21*	1.7	M-THSU			
			3.00						1.3	M-THSU						1.6	M-THSU			
			3.15				1.2*	21*	1.2	M-THSU				1.5*	24*	1.4	M-THSU			
			3.30						1.1	M-THSU						1.4	M-THSU			
			3.45				1.1*	22*	1.0	M-THSU				1.4*	25*	1.3	M-THSU			
			4.00						1.0	M-THSU						1.2	M-THSU			
			4.15				1.0*	21*	1.0	M-THSU				1.2*	24*	1.2	M-THSU			
			4.30						1.0	M-THSU						1.1	M-THSU			
			4.45				1.0*	23*	.9	M-THSU				1.1*	23*	1.1	M-THSU			
			5.30						1.1	M-THSU						1.1	M-THSU			
			5.45				1.1*	23*	1.1	M-THSU				1.1*	26*	1.1	M-THSU			
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	9,890	11.8	9,890	11.8	19	11.8	M-F	9,300	11.1	9,300	11.1	18	11.1	M-F			
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,550	11.4	9,550	11.4	18	11.4	TU&TH										
	2	>	9.45								10,060	12.0	10,060	12.0	19	12.0	MWF			
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,470	11.3	5,780	6.9	22	7.9	M-F	10,310	12.3	6,370	7.6	23	8.7	M-F			
			11.45				7.4*	21*	7.1	M-F				8.3*	22*	7.9	M-F			
			12.00						6.8	M-F						7.3	M-F			
			12.15				6.3*	23*	5.8	M-F				6.8*	23*	6.2	M-F			
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,100	3.7	2,680	3.2	16	3.5	M-TH	3,520	4.2	2,850	3.4	17	3.7	M-TH			
			12.45						2.9	M-TH						3.2	M-TH			
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,360	6.4	2,600	3.1	16	4.1	FRI.	5,530	6.6	2,600	3.1	14	4.3	FRI.			
			12.45				3.8*	16*	3.5	FRI.				4.0*	15*	3.7	FRI.			
			1.00						3.1	FRI.						3.2	FRI.			
			1.15				2.9*	15*	2.6	FRI.				3.1*	15*	3.0	FRI.			
			1.30						2.5	FRI.						2.5	FRI.			
			1.45				2.5*	16*	2.5	FRI.				2.2*	13*	1.9	FRI.			
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,260	2.7	1,930	2.3	15	2.5	M-TH	2,600	3.1	2,180	2.6	17	2.6	M-TH			
			1.15						2.0	M-TH						2.5	M-TH			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,260	1.5	1,170	1.4	14	1.4	M-F		1,170	1.4	1,090	1.3	16	1.3	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,930	2.3	1,840	2.2	14	2.2	M-F		1,930	2.3	1,760	2.1	16	2.1	M-F	
ABC ABC NEWSBRIEF-FRI(SUS)	1	11.57-11.59AM	11.45							FRI.									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,030	7.2	5,870	7.0	23	7.0	M-F		6,290	7.5	6,120	7.3	25	7.3	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	8,380	10.0	5,360	6.4	18	6.1	WED.									
			4.45				6.1*	18*	6.0	WED.									
			5.00						6.6	WED.									
			5.15				6.7*	18*	6.8	WED.									
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	2,010	2.4	1,420	1.7	16	1.5	M-F		1,680	2.0	1,340	1.6	18	1.4	M-F	
			6.45						2.0	M-F							1.8	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,620	7.9	6,370	7.6	30	7.6	M-F		5,870	7.0	5,700	6.8	30	6.8	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,530	6.6	5,200	6.2	19	6.2	M-F		5,870	7.0	5,530	6.6	21	6.6	M-F	
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.30- 5.30PM	4.30	9,050	10.8	5,530	6.6	18	5.5	TUE.									
			4.45				5.8*	16*	6.2	TUE.									
			5.00						6.7	TUE.									
			5.15				7.4*	19*	8.0	TUE.									
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,930	2.3	1,340	1.6	11	1.4	M-F		1,760	2.1	1,340	1.6	14	1.3	M-F	
			6.45						1.8	M-F							1.9	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,190	5.0	4,190	5.0	17	5.0	MWF		3,850	4.6	3,850	4.6	17	4.6	MWF	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,850	4.6	3,440	4.1	23	4.1			3,020	3.6	2,600	3.1	23	3.1		
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	3,520	4.2	3,020	3.6	14	3.6			4,610	5.5	3,850	4.6	20	4.6		
ABC MENU DO-11:55AM		11.55-11.59AM	11.45	3,940	4.7	3,270	3.9	15	3.9			3,940	4.7	3,350	4.0	15	4.0		
ABC KENTUCKY DERBY(S)	2	4.30- 6.05PM	→GRID 6.00									18,350	21.9	10,730	12.8	36		11.5	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,350	2.8	2,180	2.6	15	2.6			2,430	2.9	2,260	2.7	20	2.7		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,360	5.2	4,110	4.9	19	4.9			3,600	4.3	3,350	4.0	18	4.0		
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,110	4.9	3,850	4.6	18	4.6			2,430	2.9	2,260	2.7	12	2.7		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,190	5.0	3,770	4.5	18	4.5			4,440	5.3	4,020	4.8	18	4.8		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	2,260	2.7	2,100	2.5	10	2.5			2,930	3.5	2,680	3.2	12	3.2		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,930	3.5	2,600	3.1	12	3.1			2,850	3.4	2,600	3.1	12	3.1		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,270	3.9	2,930	3.5	13	3.5			2,770	3.3	2,680	3.2	12	3.2		
CBS NBA PLAYOFF GAME SAT.(S)	2	2.00- 4.39PM	→GRID 4.30									8,970	10.7	3,440	4.1	14		4.3	
															4.3*	13*			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,520	4.2	3,350	4.0	23	4.0			2,510	3.0	2,430	2.9	22	2.9		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,110	6.1	4,860	5.8	28	5.8			3,600	4.3	3,440	4.1	24	4.1		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,370	7.6	6,200	7.4	29	7.4			6,200	7.4	6,030	7.2	32	7.2		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,030	6.0	4,860	5.8	22	5.8			5,870	7.0	5,780	6.9	28	6.9		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,350	4.0	3,270	3.9	16	3.9			3,850	4.6	3,690	4.4	17	4.4		
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.17PM	→GRID	3,690	4.4	3,520	4.2	16				4,110	4.9	3,850	4.6	17			
	2	1.00- 1.16PM	→GRID																
CONT'D																			



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE PRE GAME-CONT'D			1.15							3.8						4.7	
NBC NBC MAJOR LEAGUE BASEBALL	1	1.17- 3.57PM	-GRID	11,820	14.1	5,530	6.6	24									
	2	1.16- 4.30PM	-GRID								12,910	15.4	5,450	6.5	23		
	2	1.16- 4.30PM	-GRID								12,910	15.4	5,450	6.5	23		
			4.00							<<							
			4.15													6.6	
			4.30													<<	
			5.00													<<	
			5.15													<<	
DAY SUNDAY																	
ABC USFL FOOTBALL	2	2.30- 6.09PM	-GRID								11,560	13.8	3,270	3.9	11		
			6.30										3.8*	9*		<<	
CBS FOR OUR TIMES(SUS)	2	10.00-10.30AM	10.00														
CBS NBA PLAYOFF GAME-1	2	1.00- 3.41PM	-GRID								13,320	15.9	5,360	6.4	20		
			3.30										7.3*	21*		7.3	
CBS NBA PLAYOFF GAME 2-SUN(S)	2	3.41- 6.31PM	-GRID								14,410	17.2	5,700	6.8	18		
			6.30													<<	